BROADCASTING
and
Broadcast Advertising

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NBC, CBS Ask Court to Restrain FCC

Seek Injunctions to Stop Enforcement; Conference at Justice Dept.

FACED WITH wholesale cancellation of station affiliate contracts by Nov. 15, NBC and CBS last Thursday plunged the FCC's "sudden death" chain-monopoly regulations into litigation by filing separate equity suits against the Government in the U. S. District for the Southern District of New York.

The equity complaints seeking issuance of permanent injunctions against enforcement of the regulations were supplemented by motions for temporary restraining orders and preliminary injunctions. The court was asked to convene a statutory three-judge court to determine the issue, as provided under the Communications Act and in other statutes.

Joining in the NBC action were Woodmen of the World Life Insurance Society, operating WOW, Omaha, an NBC-Red outlet, and Stromberg-Carlson Telephone Mfg. Co., operating WHAM, Rochester, N. Y., an NBC-Blue outlet. In the main complaint of NBC, as well as in separate affidavits, these stations contended that invoking of the regulations would cause irreparable loss and serious undermining of their operations, built up over long periods of affiliation with the respective NBC networks.

Authority Challenged

Claiming irreparable injury and a "descending spiral" of developments that would seriously undermine the entire broadcasting industry, the two networks also challenged the FCC's jurisdiction to issue the regulations. The constitutionality of the Commission's exercise of power likewise was sharply questioned.

The suits were filed a day following a conference of representatives of NBC, CBS, MBS and the FCC with Assistant Attorney General Thurman Arnold, relating to possible institution of anti-trust actions by the Department of Justice against the networks.

That the FCC, through the Department, will oppose the issuance of temporary relief was evident immediately following filing of the actions. Decision on the temporary injunction is expected in advance of the Nov. 15 effective date of the restrictive rules.

NBC, WOW and WHAM jointly filed with the court a detailed complaint together with a motion for preliminary injunction and for a temporary restraining order. These pleadings were supplemented with a detailed affidavit of Niles Trammell, NBC president, setting forth the manner in which NBC's operations purportedly would be disrupted and establishing the historical background of NBC.

John J. Gillin Jr., general manager of WOW, and Edward A. Hanover, vice-president of Stromberg Carlson in charge of WHAM, filed separate affidavits setting forth the degree of injury which would be done them if relief is not afforded. NBC's pleadings were filed by John T. Cahill, of New York, chief counsel for the network in the chain-monopoly proceedings, John B. Dawson, of New York, counsel for WOW, and Thomas H. Middleton, of New York, counsel for Stromberg Carlson.

Given Five Days

CBS, through former Judge John J. Burns, its head counsel throughout the three-year-old chain-monopoly proceedings, filed its detailed summons and complaint, a motion for temporary restraining order and preliminary injunction, a detailed affidavit by CBS President William S. Paley, and an affidavit by Herbert V. Akerberg, vice-president in charge of station relations.

The voluminous papers in both suits were filed with the clerk of the New York District Court Thursday afternoon, with District Judge Henry W. Goddard sitting. Service subsequently was procured on the Department of Justice and the FCC as the Government defendants. Under ordinary procedures, the papers were to be returned Saturday before Judge Goddard, who was asked promptly to convene a statutory three-judge court comprising one Federal circuit judge and two District judges.

See pages 51 to 61 for abstracts of affidavits and other pleadings filed with the U. S. District Court for the Southern District of New York in network-monopoly suits.

Under the court procedure, it was learned, the Government has five days in which to answer the complaints and more particularly the motions for temporary restraining orders and preliminary injunctions. Because two holidays intervene in New York (Sunday and Tuesday, election day), the answers are not due until Friday, Nov. 7, or Saturday, Nov. 8, it was indicated. Whether the Government will seek additional time in which to answer was problematical, though the length of the charges augured for such a plea.

MBS, through its chief counsel, Louis G. Caldwell, has served notice that it intends to intervene, as a friend of the Government, and oppose issuance of injunctive relief. It endorsed the revised chain-monopoly regulations as beneficial to the industry, the public and the advertiser, and has maintained that no upheaval in the industry will result.

Anti-Trust Status

Whether the Anti-Trust Division, at the time the Government files its answer to the NBC-CBS suits, simultaneously will file cross-complaints against the networks, likewise is not clearly indicated. There was no statement forthcoming from the Department as to its plans, though it was clear that Anti-Trust Division lawyers felt they had a basis to proceed against the industry under the Sherman anti-trust laws.

The only comment that could be gleaned from Department sources was that no commitment has been made as to what types of suits will be brought, if any. Thus, it was indicated that if the Department decides to move, it must yet determine whether it will do so civilly or criminally. Past indications have been that only a civil action might be undertaken, if cross-litigation is decided upon.

It was expected that another conference with Mr. Arnold, Holmes Baldridge, chief of the litigation section of the Anti-Trust Division, and Victor O. Waters, special assistant to the Attorney General in charge of radio matters, would take place with network-FCC representatives prior to any separate or counter-action. Such a conference may develop within a fortnight.

Should the Department proceed criminally, which is thought less likely, it might enjoin many elements of the industry. Conversation in the past, it is known, has centered around proceedings against all three major network organizations, plus possibly the NAB and other industry entities.

Speculation has centered around the character of action the Department might take as a countermeasure in equity proceedings. Based on its protracted analysis of the three-year-old record in the chain-monopoly proceedings, it is thought the Department might strike at such factors in all network contracts as (1) exclusivity; (2) time options; (3) 28-day clearance; (4) five-year affiliation contracts; (5) the local versus national rate differential formerly invoked by NBC on network time cancelled by affiliates for performance of other commercials; (6) artists and concert bureau subsidiary operations; (7) transcription operations.

Baldridge, Waters Assigned

The latter two items—artists bureaus and transcriptions — presumably do not relate to CBS, but would affect NBC. Similarly, certain of the provisions also might affect MBS, which has contended it has been forced into exclusive contracts with certain of its affiliates as a measure of self-defense.

Messrs. Baldridge and Waters, it is understood, already have been assigned to the case and will handle the Government's answer to the NBC-CBS suits, in collaboration with the FCC. They also would handle, it is presumed, any direct actions brought by the Government against the industry. Both participated in the ASCAP-BMI consent decrees, with Mr. Waters handling the preliminary litigation phases early this year. The Anti-Trust Division, under Government procedure, acts as the law office for a number of administra-

tive agencies, including the FCC.

Attending the momentous Wednesday session at Mr. Arnold's office, which lasted for about an hour-and-a-half, were Messrs. Arnold, Baldridge and Waters for the Department; Telford Taylor, FCC general counsel, who appeared in lieu of FCC Chairman James Lawrence Fly; former Judge John J. Burns, chief counsel, and Joseph H. Ream, general counsel, for CBS; Judge A. L. Ashby, vice-president and general counsel, John T. Cahill, special counsel in charge of the chain-monopoly proceedings, and James Wise, an associate in Mr. Cahill's office, for NBC; Alfred J. McCosker, chairman of the board, Fred Weber, general manager, and Mr. Caldwell, chief counsel, for MBS.

In opening the sessions, it is understood Mr. Arnold described it as purely a preliminary discussion. As a consequence, no comment was forthcoming from any of the participants. Mr. Arnold, it is understood, explained the Department had not decided definitely upon its course of action.

Loss of Revenue

Forced to meet the indefinitely postponed FCC ban against dual network ownership and multiple ownership of stations in the same market, as well as the time option, exclusivity and other regulations, NBC advised the court that it was faced with stupendous losses in revenue and that its affiliated stations likewise were confronted with substantial injury. It opposed all of the regulations, including those indefinitely postponed by the Commission under its revised regulations of Oct. 11.

CBS held the combined effect of the rules would destroy the present structure of network broadcasting and argued that immediate injunctive relief is necessary to protect its business from disruption. The result of the order will be to encourage "fly-by-night operations on a get-rich-quick basis and to prejudice the permanent and stable network system which now obtains", Mr. Paley told the court in his affidavit.

Both networks, in their complaints, pointed out that substantial numbers of their affiliates already had served notice on them of cancellation of affiliation contracts to conform with the FCC regulations, as of Nov. 15. Efforts to renew or extend existing contracts, as well as to sign new affiliates are frustrated by the rules, they said, because of the FCC's announced intention of taking punitive actions against stations which do not conform with the new requirements.

In its main complaint, NBC recited that to operate its two networks it has a staff of 2,300, many of whom have employment contracts. Real estate commitments aggregate in excess of $15,000,000 and the present value of studio, office and other properties and assets, exclusive of broadcast transmitters and goodwill, was given as in excess of $3,000,000, with network activities having created goodwill values of more than $10,000,000. Existing advertising contracts exceed $22,000,000, aside from contracts with artists and production personnel.

Losses Foreseen

Imposition of the requirements imposed under the rules "would disrupt the ordinary course of NBC's, Woodmen's and Stromberg Carlson's respective businesses as corporations engaged in radio broadcasting and radio network broadcasting, would damage NBC by loss of revenue in an amount in excess of $1,000,000 per year, and would damage Woodmen and Stromberg respectively by losses in amount in excess of $100,000 per year," the complaint cited.

Striking at the ban on dual network operation as well as the requirement that it rid itself of second stations in each of four markets where it has two owned or leased outlets, NBC said that while the effective date of these provisions has been indefinitely postponed by the Commission, the "assertion of power" contained in the regulations has the necessary effect of "rendering uncertain and less valuable the operation by NBC of both its Red and its Blue Networks, and this effect has not been alleviated by the indefinite postponement of the effective date". NBC contended that all of the FCC's rules were void and beyond the power of the Commission to impose, citing a series of reasons.

It charged that order already had and will continue to have the effect of working "irreparable damage and injury" because of NBC's inability to negotiate or enter into contracts containing provisions necessary to its network operations.

Since the issuance of the original regulations on May 2, not less than 48 stations have served notice of their intention to abrogate their contracts, it said, as a result of the order, and certain advertisers have refused to renew existing contracts or to enter new contracts for use of NBC facilities.

Coincident with filing of the suit, Mr. Trammell said NBC had initiated the action "with great reluctance, especially in view of upset national and world affairs which require the diligent attention of governmental agencies to matters of pressing concern." He said that since promulgation of the regulations NBC had exerted every effort "to get relief from the Commission so as to avoid the death-knell of the present American System of Broadcasting."

On CBS' behalf, Judge Burns' main complaint brought out that as of Dec. 1, CBS employed over 1,800 persons regularly, excluding performing artists and musicians, and that it had total assets of $22,000,000, over $18,000,000 of which is devoted directly to network broadcasting. Aside from long-term contracts and commitments for rent and buildings, furnishing of news for special program features and for employment of musicians, requiring payments for several years in the future in excess of $4,000,000, he pointed out that earnings have exceeded $3,000,000 in both 1939 and 1940.

After detailing the character of affiliation contract entered into by CBS with its affiliates, the CBS complaint recited that these provisions are advantageous to both parties and are indispensable to efficient operation. They were characterized as necessary to enable the network to compete with printed media of national circulation, assuring "a better, fuller and more efficient use of the radio facilities of the nation than any system of network broadcasting without them".

Because stations "fear the loss of their broadcasting licenses as a result of the rules," CBS said they "will not negotiate for or enter into the affiliation contract" heretofore invoked. More than 115 stations licensed by the Commission have such contracts with CBS, expiring at various times between the original effective date of the rules and Dec. 31, 1947.

Weaken the Network

Due to the fear of loss of license these stations have "threatened to cancel and repudiate their affiliation contracts with plaintiff. Many stations have already notified the plaintiff that because of the rules they will not be bound by their contracts with the plaintiff after the date when the rules become effective as to existing contracts."

The impact of the regulations will make the operation of CBS burdensome and more costly, "reduce its earnings and compel plaintiff to change the fundamental character of its business and render its property and business less valuable".

Contending the rules "burden and weaken this network's system of broadcasting to a serious extent," Judge Burns declared that they "will thus inevitably result in decreasing the amount and quality of the radio service rendered the public and thereby hinder and impede the most effective utilization of radio facilities of the country".

On the jurisdictional phase, CBS contended the FCC order promulgating the rules is illegal and void

(*Continued on page 51*)

Temporary Licenses to Be Authorized For Stations Challenging Network Rule

ACTING swiftly following the filing of suits challenging the validity of its chain-monopoly regulations, the FCC last Friday announced adoption of a minute setting forth procedure it will follow in applying the policies announced in its chain broadcasting regulations.

Since networks as such are not licensees, the FCC said that stations wishing to contest the validity of the regulations will have their licenses set for hearing but will in no way be injured since temporary extensions of license with renewals from time to time until there is a final determination of the issues, will be authorized.

Text of Minute

The full text of the Commission's public notice follows:

"If a station wishes to contest the validity of the Chain Broadcasting Regulations adopted in Docket No. 5060, or the reasonableness of their application to the particular station, its license will be set for hearing. In order to insure that the station may remain on the air and be in no way injured by any such Commission proceedings and appeal to court from a decision in such proceeding, the Commission will grant such licensee a temporary extension of its license, with renewals from time to time until there has been a final determination of the issues raised at such hearing.

"In the event of such litigation, and if the validity of the application of the Chain Broadcasting Regulations to such licensee is sustained by the courts, the Commission will nevertheless grant a regular license to the licensee, otherwise entitled thereto, who has unsuccessfully litigated that issue, if the licensee thereupon conforms to the decision.

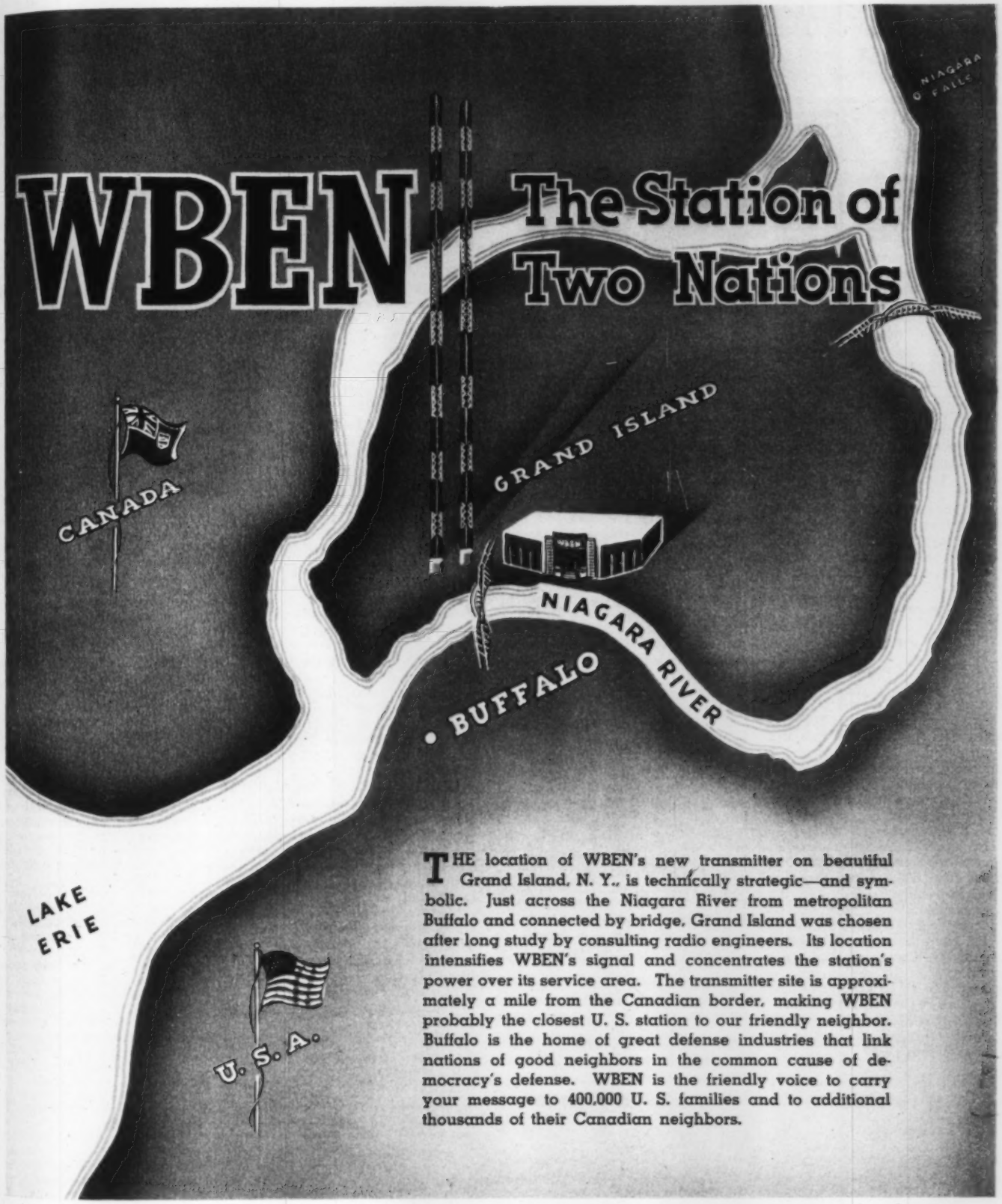
Supplementary Decision

"The supplementary decision and order in Docket No. 5060 indefinitely suspended Regulation 3.107, relating to the operation of more than one network by a single network organization. No similar suspension was made of that portion of Regulation 3.106 relating to network operation of more than one standard broadcast station with substantially overlapping service areas. The Commission will postpone indefinitely any action to prevent such dual station operation if it is shown that the operation of two stations in any city is indispensable to the continued operation of two networks by a single network organization.

"The adoption of the foregoing procedure is without prejudice to the rights of any person who may petition the Commission for modification or stay of the Chain Broadcasting Regulations".

Bulova Defense Talks

BULOVA WATCH Co., Toronto, is replacing the time following three daily time signals on 37 Canadian stations during November with talks on the War Saving Certificates drive instead of the usual commercial announcements.



THE location of WBEN's new transmitter on beautiful Grand Island, N. Y., is technically strategic—and symbolic. Just across the Niagara River from metropolitan Buffalo and connected by bridge, Grand Island was chosen after long study by consulting radio engineers. Its location intensifies WBEN's signal and concentrates the station's power over its service area. The transmitter site is approximately a mile from the Canadian border, making WBEN probably the closest U. S. station to our friendly neighbor. Buffalo is the home of great defense industries that link nations of good neighbors in the common cause of democracy's defense. WBEN is the friendly voice to carry your message to 400,000 U. S. families and to additional thousands of their Canadian neighbors.

NBC BASIC RED NETWORK
930 Kilocycles in the Center of the Dial

WBEN

BUFFALO, N. Y.
REPRESENTED BY
EDWARD PETRY & CO.

DCB May Improve Radio's Priorities

Broad Advisory Powers for Communications Group

AIMING at more efficient use of available material supplies for communications operation, the Priorities Division of the Office of Production Management is understood to be ready to issue a directive which would vest in the Defense Communications Board and its new Priorities Liaison Committee, or some similar DCB group, broad advisory powers in priority and allocation matters for the entire communications industry, including broadcasting.

Although the DCB committee would act only in an advisory capacity, it is thought the practical effect of the plan would be to improve substantially the position of the industry in priorities matters, since specialized attention could be given to the special needs of communications and recommendations would receive OPM recognition.

Under the broad authorization expected, supervision of priorities for the communications industry would at last be brought under an agency capable of intelligently weighing the relative needs of the various types of communications service, it was felt.

Types of Service

Machinery and procedure for dealing with priority requests for the industry are being formulated. At an Oct. 29 meeting of the DCB Priorities Liaison Committee with about 25 of the advisory "industry priorities representatives", representing each of the DCB industry technical committees, recommendations were advanced on classification of communications services from the standpoint of national defense, civilian defense and non-defense civilian services. DCB may receive these recommendations at its next regular meeting Nov. 6, although no definite decision may be reached immediately.

Recommendation of communications priorities policies to the Supply Priorities & Allocations Board, including the rationing of service according to relative importance, is understood to be a major power to be granted DCB under the plan. The specialized knowledge of technical experts of DCB and the experience of the OPM staff in handling priorities and allocations are expected to dovetail and yield a much more satisfactory result, so far as securing a reasonable supply of materials for operation, than has been the case in the past.

Also tying into the picture, but not conflicting with the projected function of the DCB organization, nominations were made to OPM last Thursday for a 29-member industry advisory committee representing manufacturers covering the whole range of radio production. It was pointed out that the radio manufacturers advisory committee would function from a manufacturer's standpoint, while the DCB group, under the proposed plan, would look at priorities problems from the operations side. Future allocations would be aided through information made available on both the manufacturing and operations side, it was observed.

FULL MOBILIZATION of network and affiliate defense facilities was mapped last Wednesday at a meeting of NBC-Blue regional representatives held in New York at the call of Niles Trammell, NBC president. Later Red representatives held a similar session. At the Blue meeting were (l to r) Samuel Rosenbaum, WFIL, Philadelphia; Elzey Roberts, KXOK, St. Louis; Mark Woods, NBC vice-president and treasurer; Col. Harry C. Wilder, WSYR, Syracuse; Frank Mullen, NBC vice-president and general manager; Harold Hough, WBAP, Fort Worth, and KTOK, Oklahoma City; Henry P. Johnston, WSGN, Birmingham; Mr. Trammell; Howard Lane, KFBK, Sacramento; Tracy C. McCracken, KFBC, Cheyenne, Wyo.

Timebuyers' Likes in Program Listings, Rate Cards and Coverage Maps Outlined

TIMEBUYER's preferences in rate card schedules are reviewed in a letter sent to sales executives of the NAB by Frank E. Pellegrin, director of the NAB Department of Broadcast Advertising. The letter is based on a report of a meeting held Oct. 9 by the timebuyers' subcommittee of the American Association of Advertising Agencies, of which John Hymes, Lord & Thomas, New York, is head.

In making up spot campaigns, timebuyers desire that station schedules show the following, it is explained:

1. Time of each program.
2. Title of program.
3. Type of show (transcribed music, hillbilly live talent, quiz, etc.)

Type of Program

Many titles, say the timebuyers, do not describe a program. They suggest that schedules could show type of program by margin symbols, which also would indicate whether the program is sustaining or commercial, and whether local or network.

The timebuyer voiced a desire to receive schedules showing names of sponsors or products, so that spots will not be bought following competitive programs. Weekly schedules, they suggest, should be shown "across the board".

Recommended is a four-page folder with seven columns, one for each day of the week, and with broadcast periods ranging down the left-hand side. They prefer that the folder should fold down to standard filing size of 8½ x 11.

On the subject of rate cards the timebuyers recommend that rates be stated as the actual amounts which apply for given frequencies, rather than by a schedule of discounts. When rates are based on frequency each rate should apply to a minimum number of broadcasts customarily purchased, such as 13, 26, 39, etc.

Coverage maps, it is recommended, should show both signal strength and audience mail returns, both broken down into primary and secondary areas, day and night shown separately. Basic figures are desired on the map rather than merely a group of counties in color.

Since methods of conducting surveys are not uniform, the timebuyers suggest they would credit highly any studies undertaken cooperatively by stations within a city and conducted by an impartial authority. They refer to the AAAA Newspaper Reader Surveys conducted in leading cities.

The timebuyers recommend that all stations establish good business practices and ethical standards, and then inflexibly maintain them; that fair rates be established and adhered to, without special "deals" for various clients, or one price to an agency and another to a local distributor; that per inquiry or contingent deals, or any other unfair requests, be turned down; that there be no rebates or secret discounts; that agency commission be allowed only to recognized agencies and never on business placed direct or to so-called "house agencies"; that all unfair trade practices and unfair demands be reported to the NAB for publicaiotn to the industry.

THE CBS College Broadcast Service, which started last year as the first publicity division exclusively for college editors, is now releasing weekly news on all three major networks to 450 editors of university newspapers and magazines, written by Walter Murphy of CBS publicity staff.

NBC and Affiliates Adopt Defense Plan

A FOUR-POINT radio defense program, calling for full mobilization of the combined resources of NBC and its 243 affiliated stations, was adopted by committees representing Red and Blue network affiliates at a two-day conference on defense activities held in New York last week.

Committees met in separate sessions, the seven Blue network representatives conferring on Wednesday and the Red network committee meeting on Thursday. Each committee member represents one of the seven regions into which the country has been zoned for the defense plan. Permanent committees to be elected by Red and Blue stations in their respective zones by Nov. 15 will replace temporary committees that met last week.

Defense program comprises: 1, Development of a coordinated plan of operations by NBC and affiliates to insure maximum efficiency of service through effective cooperation with all national defense agencies; 2, To study plans for the maintenance of public morale and public physical well-being during any unexpected emergency; 3, To maintain normal broadcasting schedules, as far as possible, in the event of emergency to the end that our national life and normal business shall suffer a minimum of dislocation; 4, Establishment of a clearing house of information to expediate the procurement of radio equipment and replacement parts.

Representatives of the temporary committees who participated in the meetings were: Paul W. Morency, WTIC, Hartford; James D. Shouse, WLW, Cincinnati; John J. Gillin, WOW, Omaha; Edwin W. Craig, WSM, Nashville; O. L. Taylor, KGNC, Amarillo; Sid G. Fox, KDYL, Salt Lake City; Howard Lane, KFBK, Sacramento; Harry C. Wilder, WSYR, Syracuse; Sam Rosenbaum, WFIL, Philadelphia; Elzey Roberts, KXOK, St. Louis; Henry J. Johnston, WSGN, Birmingham; Harold V. Hough, WBAR-KGKO, Fort Worth, and Tracy McCracken, KFBC, Cheyenne.

"Selective SPOT BROADCASTING

of football and baseball assures us intense interest from our best prospects!" ...SAYS JOSEPH R. ROLLINS FOR ATLANTIC REFINING

JOSEPH R. ROLLINS
Advertising Manager
THE ATLANTIC REFINING COMPANY

THE ATLANTIC REFINING COMPANY
PETROLEUM PRODUCTS
260 SOUTH BROAD STREET
PHILADELPHIA, PA.

JOSEPH R. ROLLINS
ADVERTISING MANAGER

IN REPLY REFER TO FILE

Mr. John Blair,
John Blair & Company,
520 N. Michigan Avenue,
Chicago, Illinois.

October 6, 1941

Dear Mr. Blair:

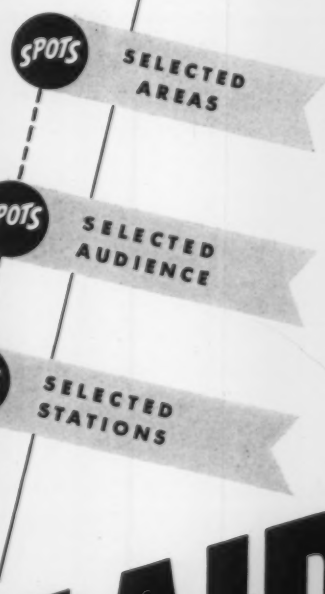
For the past five years spot broadcasting in the form of local baseball and football games has occupied the major portion of The Atlantic Refining Company's budget.

Naturally, we of the Atlantic Refining Company as well as Atlantic dealers are more than satisfied because selective Spot Broadcasting of football and baseball assures us intense interest from our best prospects. We know of no other form of advertising that creates good-will and sales so effectively.

Speaking for The Atlantic Refining Company and our dealers, I want you to know that we all appreciate the splendid co-operation your stations have given the Atlantic Refining Company in connection with our advertising programs.

We are looking forward to an even greater football season during 1941.

Very truly yours,
Joseph R. Rollins
Joseph R. Rollins
Advertising Manager



You won't find magic in Spot Broadcasting's solid success at Atlantic Refining. Instead, you'll find a typical example of the way Spot Radio's inherent flexibility fits *and solves* tough merchandising problems.

Through unrestricted choice of top stations, Spot Broadcasting insures complete blanketing of selling areas, without waste. It provides an unlimited range of programs and times . . . assures intense selective audience interest for Atlantic's sport broadcasts. Consequently, Atlantic Spot Radio influences customers constantly (with peak interest during vital Fall and Spring merchandising campaigns). It appeals equally to dealers . . . inspires aggressive cooperation from present outlets and gains important added distribution. The result is satisfaction . . . *and success!*

•Powerful Spot Broadcasting will bring this same sharp-focused flexibility to your advertising problem. Ask a John Blair man.

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

NATIONAL STATION REPRESENTATIVES

CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

Peace Again Reigns in Copyright Field

ASCAP Catalog Returns After 10 Months

THE music-radio war is over.

True, the majority of individual broadcasting stations have not yet taken out ASCAP licenses and there are a few details still to be worked out, such as a per program plan for regional networks and the way in which clearance at the source for commercial transcriptions is to be handled, but the contracts enabling the return of ASCAP music to CBS and NBC were signed last Wednesday and at midnight ASCAP music again was broadcast on those networks after an absence of 10 months.

Signing of the contracts, which included those for the individual use of ASCAP music by NBC and CBS M & O stations as well as by the networks themselves, might have taken place several weeks sooner had the networks not required ratifications of affiliates, whom the networks asked to agree to rebate 2¾% of their income from network commercial programs as their share of the networks' payment to ASCAP. Officials of both networks reported that "better than 90%" of their stations had so agreed before the contracts were signed.

EVERYBODY SEEMED HAPPY as radio made its peace with ASCAP last Wednesday in New York, with the signing of contracts for return of ASCAP music to NBC and CBS networks after a 10-month absence. Signatories are (l to r) Mark Woods, NBC vice-president and treasurer; Gene Buck, ASCAP president; Mefford R. Runyon, CBS vice-president. President Niles Trammell signed for NBC also.

Contracts Mailed

Since MBS had signed with ASCAP May 11, returning the Society's music to its network programs two days later, all nationwide networks are now broadcasting this music, in addition to 300 individual stations, 295 of which have blanket licenses and 5 per program licenses, ASCAP reports. Immediately following the signing of the NBC and CBS contracts, ASCAP began mailing out contracts to all stations, sending to each forms covering blanket and per program arrangements for both commercial and sustaining programs.

Present licensees as well as stations not now licensed by ASCAP received the forms, ASCAP stated, as the former, who signed up on the basis of 3% for blanket licenses and 10% fees under the per program plan, are now entitled to switch to the new contracts and reduce their fees 2¼% and 8% respectively, under a most-favored-nation clause in the contracts negotiated by MBS.

MBS is also entitled to a reduction on its network programs, to the 2¾% blanket license fees negotiated by NBC and CBS in place of the 3% which MBS now pays. Application of this reduction may occasion further friction between broadcasters and ASCAP, as MBS announced it "will enjoy any reduced rate that ASCAP effects with other broadcasting networks retroactive to May 19," while ASCAP maintains the reductions did not go into effect until Oct. 30, when the NBC and CBS contracts became effective.

Since the individual stations had not received their license forms from ASCAP, the Society's board of directors on Thursday voted to extend again its blanket permission for use of ASCAP music at football games during the weekend. Reason the forms were not sent to stations until NBC and CBS had signed was that they constitute offers by ASCAP of reduced fees which the Society did not want to make to stations until it had achieved the network deal, of which the lowered station fees is a part.

Monopoly Broken

For radio, the new contracts mark a major victory, achieved through an industry solidarity which, although since broken, persisted long enough to break the music monopoly which had formerly appeared invincible. On the financial side, radio has reduced its annual payments for ASCAP music from $5,100,000 paid in 1940 to an estimated $3,000,000 for each year through 1949, in contrast to the estimated $9,000,000 which ASCAP would have received under the terms it first offered to broadcasters. But the major victory for radio is the achievement of a competitive market for music, assured by the successful establishment of BMI as an alternative source of music for radio.

For ASCAP, the new contracts bring back what is still the Society's best customer, and on a basis of sound business relationship which should avert most of the difficulties which were inherent in the old scheme.

Immediately following the signing, a joint NBC-CBS-ASCAP statement was issued:

"Solution of the music problem is welcomed equally by radio and ASCAP. Never before has there existed such complete understanding and friendly relations between ASCAP and broadcasters as is the case today. We believe that the contracts entered into today between radio and ASCAP will result in years of useful implementation in the fulfillment of that duty and that cause."

Since the after-midnight musical programs on the networks had been cleared for broadcasting before the contracts were signed and the network music rights departments declined to accept last-minute changes, the first ASCAP tunes on NBC and CBS were not broadcast until the regular broadcasting day on Thursday. Some ASCAP tunes appeared during the daytime, but it was evening before they were back in full force on commercial musical programs, practically all of which included both ASCAP and BMI numbers. The *Major Bowes Amateur Hour* on CBS included 8 ASCAP tunes in its total of 19, a ratio which is probably representative of all musical programs that evening.

BMI Statement

No ASCAP numbers were included among the 10 winners on the *Hit Parade* on Saturday, as there were no ASCAP tunes among the 10 most popular during the previous week, but the three "extra" selections on the program were all ASCAP numbers.

BMI's official reaction to the completion of the contracts of NBC and CBS with ASCAP is expressed in a statement made the day of the signing by Sydney M, Kaye, BMI executive vice-president.

"BMI is glad to see ASCAP music return to a wider audience. That ASCAP music should be available has always been part of BMI's ultimate hopes for the music business. It is important that active competition between publishers, licensing agencies and writers should exist in the field of music, just as competition exists in all other artistic and business fields. BMI will continue to serve the broadcasting industry and other music users.

"We are proud of the fact that the establishment of BMI has resulted in the entry into the music field of many publishing firms which were previously unable to gain access to the American public and, more important, that there have been created scores of solid musical hits written by young composers who were previously unknown. It has been proved that there is musical talent in every corner of our country."

Chesebrough Back

CHESEBROUGH MFG. Co., New York (vaseline), through McCann-Erickson, that city, on Nov. 3 starts its fifth year sponsoring the weekly *Dr. Christian* program on 64 CBS stations, Wednesday, 8:30-8:55 p.m. (EST), with West Coast repeat, 8:30-8:55 p.m. (PST). Jean Hersholt is featured in the title role, with Lurene Tuttle supporting. Joan Cannon is agency producer.

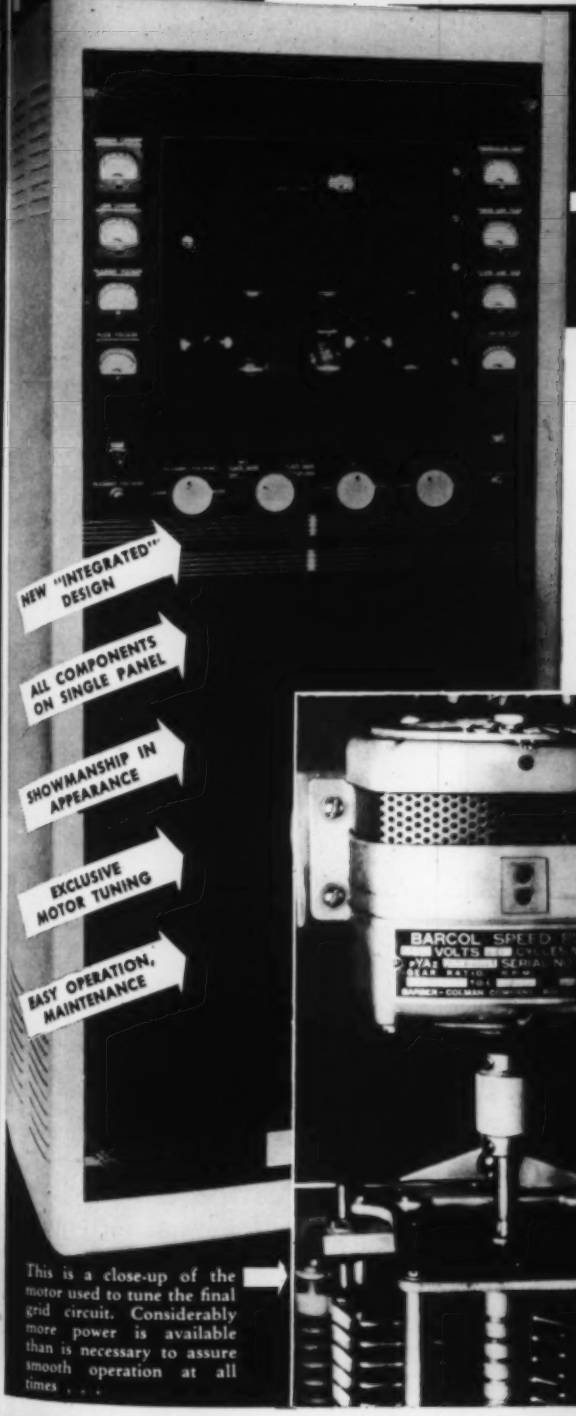
Card Campaign

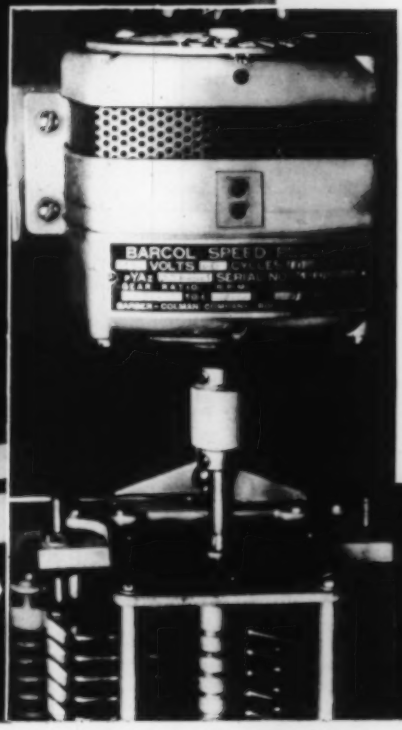
U. S. PLAYING CARD Co., Cincinnati, on Nov. 3 is to begin a 13-week campaign of one-minute live and transcribed announcements on two stations in New York and two in Chicago to supplement a magazine campaign to get under way about the same time. Agency is J. Walter Thompson, New York.

A Scoop! that ends the equipment delivery "bug-a-boo" . . IF YOU ACT NOW!!

GATES INTRODUCES and offers you prompt *guaranteed delivery* on the

NEW 250C TRANSMITTER





This is a close-up of the motor used to tune the final grid circuit. Considerably more power is available than is necessary to assure smooth operation at all times . . .

An unexpected opportunity to make an immediate replacement or new installation

Here's a brand new member of the now famous Gates family that introduces entirely new standards in transmitter equipment. The 250C will please the most critical station executive because of its pleasing appearance. This feature plus the year-after-year trouble-free performance that is built into all Gates equipment will appeal to the engineer.

It is a real echievement to offer this new transmitter at this time and to insure prompt delivery is important news to any station that is planning to make equipment improvements anytime in the near future. Our present materials stock is sufficient at present to fulfill a limited number of immediate orders. Therefore, we suggest you investigate the 250C Transmitter immediately for complete details.

A Completely New, Advanced Design With a Score of Technical Advantages Important to You—

The exclusive INTEGRATED DESIGN is a completely new mechanical arrangement available for the first time, which places the 250C years ahead of even the transmitters in the latest installations. A single vertical panel is used for mounting all the components except the tubes which are placed on shelves. Thus, all parts are visible and easily accessible—providing better ventilation and more efficiency than was thought possible. Another outstanding feature is MOTOR TUNING which eliminates complicated methods of adjusting the condensers and provides smoother, easier operation than was possible by hand.

"Showmanship with a Plus Performance"

Smart, attractive designing makes the Gates 250C the dream of every station executive and engineer. The front panel is outstanding. The entire front is satin black, trimmed with pleasing tones of ivory and red applied in fine sweeping lines that lend real "eye appeal".

WIRE! PHONE! WRITE! Whether you are planning to replace equipment or interested in a new installation it will pay you to read the entire exciting story of the Gates 250C Transmitter. Completely detailed, illustrated bulletin gladly sent on request.

GATES

AMERICAN CORPORATION

QUINCY, ILLINOIS, U.S.A.

Independents Call Convention To Effect Reorganization Plan

Lafount Sees Possibility of Federation Which Will Represent All Branches of the Industry

FIFTY-TWO broadcasters, representing every State in the United States, the District of Columbia, Alaska, Puerto Rico and the Hawaiian Islands, will meet in Chicago sometime between Nov. 15 and 20 to elect officers of National Independent Broadcasters and to effect reorganization of the NIB as an industry association representing all broadcasters except the networks and their M & O stations.

Announcement of the meeting, made last week by Harold A. Lafount, NIB president, is in line with plans adopted at a special NIB convention held in Chicago Sept. 22-23 [BROADCASTING, Sept. 29].

Foresees Federation

Stating that members of Independent Broadcasters Inc., recently formed organization of regional stations affiliated with the national networks [BROADCASTING, Oct. 20], are cooperating with NIB in calling the Chicago meeting the middle of this month, Mr. Lafount intimated that a consolidation of the two groups was a probability. Going even further, he said he could visualize "under the proper circumstances and conditions," the whole industry united in a federation of broadcasters, including all branches. Each branch—networks, network affiliates, nonnetwork stations, clear channel stations and every other group with its own particular problems possibly including even the transcription companies—would have its own officers and organization to handle its own affairs.

But whenever a problem arose affecting the entire industry, the united federation could act as a single, unified organization, he suggested. Aside from such all-inclusive problems, however, each group would maintain its independence and all groups would have equal voice in the policies of the parent organization, so that there would be no possibility of dominaton by any single interest.

Letters Sent

To insure selection of delegates who would truly represent the stations of their States, the NIB has inaugurated a novel procedure. Letters were sent to all broadcasters in the United States, except the networks and their M & O stations, asking each broadcaster to name the man in his territory best qualified to call and conduct a meeting of all stations in that area. From the names suggested by the 430 broadcasters who responded, the appended list of 52 was compiled.

Last week, Mr. Lafount and Edwin M. Spence, NIB managing director, drew up a letter which was sent to the broadcasters selected by their fellows, asking them to hold State meetings for the purpose of electing and instructing their delegates to the forthcoming meeting. Complete list follows:

K. G. Marshall, WBRC, Birmingham; Bartley Sims, KWJB, Globe, Ariz.; Lewis Brenner, KTHS, Hot Springs, Ark.; Arthur Westlund, KRE, Berkeley, Cal.; Gene O'Fallon, KFEL, Denver; Roderick L. Morey, WNLC, New London, Conn.; Clair R. McCollough, WDEL, Wilmington; Glenn Marshall Jr., WFOY, St. Augustine; Maurice Coleman, WAGA, Atlanta; Frank E. Hurt, KFXD, Nampa; M. E. Clifford, WHFC, Cicero, Ill.; Martin Leich, WBOW, Terre Haute; Joseph O. Maland, WHO, Des Moines; Ben Ludy, WIBW, Topeka; S. A. Cisler, WGRC, Louisville.

Harold Wheelahan, WSMB, New Orleans; William H. Rines, WCSH, Portland, Me.; Hope H. Barroll Jr., WFBR, Baltimore; Quincy A. Brackett, WSPR, Springfield, Mass.; James F. Hopkins, WJBK, Detroit; Stanley E. Hubbard, KSTP, St. Paul; L. M. Sepaugh, WSLI, Jackson, Miss.; Arthur B. Church, KMBC, Kansas City; E. B. Craney, KGIR, Butte; Lloyd C. Thomas, KGFW, Kearney, Neb.; Wallie D. Warren, KOH, Reno; Leslie F. Smith, WMUR, Manchester, N. H.; Edward Codel, WPAT, Paterson; Charles C. Alsup, KICA, Clovis, N. M.; Harold E. Smith, WOKO, Albany; A. J. Fletcher, WREL, Raleigh; E. C. Reineke, WDAY, Fargo; Warren P. Williamson, WKBN, Youngstown.

James Bixby, KBIX, Muskogee, Okla.; C. W. Myers, KOIN, Portland, Ore.; H. J. Brennen, WJAS, Pittsburgh; Howard W. Thornley, WFCI, Pawtucket, R. I.; A. B. Langley, WCOS, Columbia, S. C.; Carl A. Quarnberg, KOBH, Rapid City, S. D.; Henry W. Slavick, WMC, Memphis; Joseph B. Carrigan, KWFT, Wichita Falls, Tex.; Frank C. Carman, KUTA, Salt Lake City; Lloyd E. Squier, WDEV, Waterbury, Vt.; Edward A. Allen, WLVA, Lynchburg; Archie Taft, KOL, Seattle; Charles J. Lanphier, WEMP, Milwaukee; Albert J. Meyer, KPOW, Powell, Wyo.; O. J. Kelchner, WMMN, Fairmont, W. Va.

$4,553,693 GROSS OF MBS 9 MONTHS

CUMULATIVE gross billings of MBS for the first nine months of 1941 total $4,553,693, according to Mutual statisticians, who revealed last week that they have resumed issuing monthly gross billing figures.

These data, formerly released each month by all national networks, were discontinued the first of this year and the task of supplying comparative figures for business done by networks and stations was turned over to the NAB, which has inaugurated a non-monetary system of reporting, with a base of station hours used instead. NBC and CBS, still members of the NAB (MBS resigned at the St. Louis convention last spring), are continuing to withhold their billing figures.

MBS gross for the year to date represents an increase of 64.0% over the $2,777,833 gross for the first nine months of 1940. Comparison of 1941 with 1940 by months follows:

MBS Gross Monthly Time Sales

	1941	% Gain over 1940	1940
Jan.	$505,231	59.0%	$317,729
Feb.	442,157	30.9	337,649
March	513,774	30.2	390,813
April	480,284	32.1	363,468
May	503,922	56.4	322,186
June	534,513	78.5	299,478
July	512,743	118.0	235,182
August	532,056	133.5	227,865
Sept.	529,013	83.1	283,463

WHEN THEY HELD a honeymakers convention at Lynchburg, Va., WLVA carried a 30-minute remote from convention headquarters. Announcer Cobb (left) donned a net and carried a smoker for protection but Engineer Maynard Duvall was satisfied with his pipe.

WINS IS ORDERED TO REINSTATE KING

WINS, New York, has been ordered to reinstate Walter King, announcer, with full back pay, in an American Arbitration Assn. decision given last week, following a hearing held Oct. 23 of the dispute between WINS and the American Federation of Radio Artists.

AFRA has signed an eigh-week "interim" agreement with WBNY, New York, covering staff announcers at the station during the time that operating adjustments are being put into effect by the station management. Negotiations with WAAT, Jersey City, are practically completed, with contracts expected to be signed momentarily, Mr. Heller said late last week.

Beeson Joins Rep

STERLING B. BEESON, formerly of Joseph Hershey McGillvra, radio representative, and previously manager of WTOL, Toledo, and assistant merchandising manager of the Michigan Network, has joined Headley-Reed Co., New York, radio representative, as senior solicitor.

Collins Named V-P

KENNETH COLLINS, an executive in the merchandising department of Arthur Kudner Inc., New York, has been appointed vice-president in charge of merchandising.

KFYR's Capture

ANOTHER wartime use of radio was indicated when KFYR, Bismarck, N. D., was credited with aiding the recent capture of two German seamen who had escaped from the Government detention camp at Fort Lincoln, near Bismarck. The pair made their getaway at 1:30 in the afternoon and were apprehended that evening in a cafe 20 miles east of Bismarck on the tip of the proprietor who claimed that he had heard a description of the internees on KFYR only a short time before.

Ballantine Moving To Blue Dec. 12

Will Finish First 13 Weeks Of Program on Mutual

CONTRARY to Oct. 24 reports that P. Ballantine & Sons, Newark, was shifting its *Three Ring Time* series from MBS to NBC-Blue prior to termination of its 13-week contract with Mutual, the company announced last week that the program will finish its initial 13 weeks on MBS, shifting to NBC Dec. 12.

This announcement partially cleared up the controversy which met Ballatine's original statement it would move the show Nov. 7 [BROADCASTING, Oct. 27]. Decision to continue the show on Mutual followed the network's rejection of Ballantine's offer to pay full time charges for the remaining five weeks of the contract.

Change in Policy

Shift of the program radically changes NBC's policy, established in January, 1939, of carrying no beer advertising on its networks.

MBS contends the situation is a perfect illustration of the evils of exclusive option on time of affiliate stations, a practice which would be eliminated if the new FCC rules for networks were put into effect.

Mutual's explanation is that the reason the program has shifted to the Blue was that when the Blue sold opposite *Three Ring Time* to Canada Dry for *Michael & Kitty*, it exercised its option on those stations which are affiliated with the Blue as well as with MBS, thus raising the number of MBS stations recording the Ballantine show for delayed broadcast to approximately 30% of the outlets, which in turn brought about the cancellation by Ballantine.

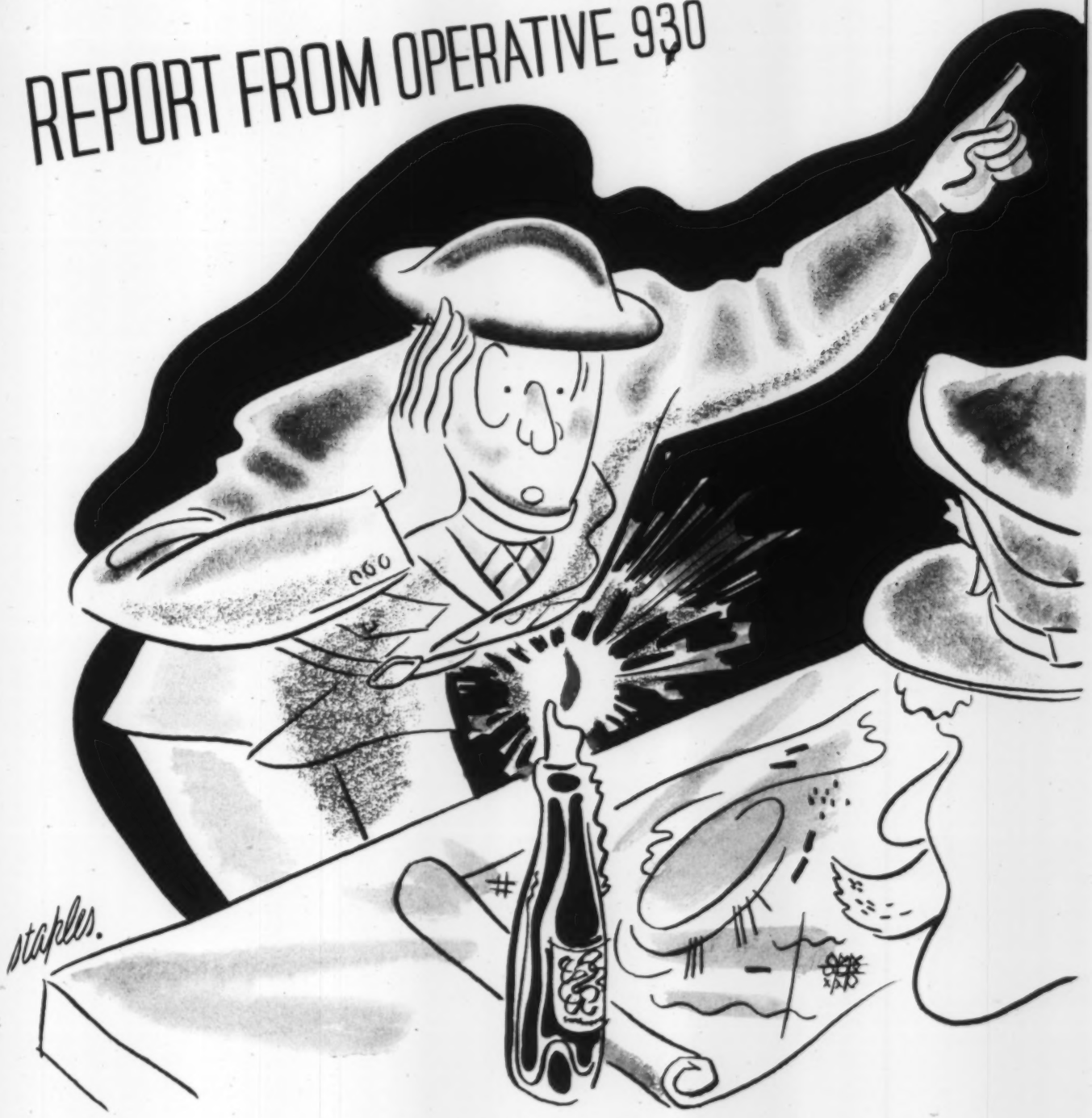
NBC, however, stated that only five stations were asked to drop the MBS Ballantine broadcasts in favor of *Michael & Kitty*.

In a hasty presentation to J. Walter Thompson Co., agency in charge of the Ballantine advertising, MBS pointed out that a similar situation would prevail in the program's intended time on the Blue, as *Information Please* on the Red during that time currently uses 13 Blue stations as part of its network. NBC reported, however, that the 28-day recapture clauses are included in the contracts signed by American Tobacco Co., sponsor of *Information Please*, and that this company has been notified these stations will be withdrawn as of Dec. 12 for the new Blue network client.

Paramount Fund

PARAMOUNT PICTURES, New York, has allocated $250,000 for radio, newspaper, national and fan magazine and trade paper exploitation of its forthcoming technicolor picture "Louisiana Purchase". Buchanan & Co., New York, handles the account.

REPORT FROM OPERATIVE 930



"I'm just telling you what I've heard, Colonel. It's all up and down the lines, too. That NBC-Red station in Oklahoma City by the name of WKY occupies an almost impregnable position with listeners in its market.

"The fact is, Colonel, that WKY is one of the highest-ranking stations in the country from a program-rating standpoint. Among NBC-Red stations in 31 of the nation's most important markets—pretty fast company, you'll admit—WKY leads them all in program rating from 3 to 5 p. m. It's in second place from 7 to 9 p. m. and in third place from 9 to 11 a. m. as well as 1 to 3 p. m. At no time, morning, afternoon or night, does it rank lower than seventh among these 31 outstanding stations. Nor does any other Oklahoma City station come close to WKY's rating at any time of day.

"Hadn't we better line up with this WKY outfit, Colonel? They ought to be a pretty potent force to have on our side."

WKY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN AND TIMES ★ THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS ★ KLZ, DENVER *(Affiliated Mgmt.)*
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Advertising Industry Plans War Council

Means of Meeting Attacks to Be Devised

A WAR council among advertising groups to map means of meeting a growing anti-advertising movement and effects of the emergency will be held Nov. 13-15 at The Homestead, Hot Springs, Va.

Participating will be executives of leading advertising media and leaders of industries using advertising, who have been invited to sit with members of the Assn. of National Advertisers and the American Assn. of Advertising Agencies at a special joint meeting of the ANA and AAAA.

New ANPA Bulletin

As the advertising industry and associated media ponder the growing attacks on advertising, the American Newspaper Publishers Assn. on Oct. 27 issued a revised bulletin, "Government Takes a Hand More and More in Advertising Matters". The first version of this summary of antagonistic Government measures toward advertising was published Aug. 20 by the ANPA [BROADCASTING, Aug. 25]. A number of recent attacks against advertising by persons connected with Government are included in the bulletin.

A detailed survey of the winding Government anti-advertising front showing how both Congress and Federal agencies are gunning for advertising as an institution was printed in the Aug. 18 BROADCASTING.

In a prospectus issued by the joint ANA-AAAA committee handling the meeting, it is pointed out that advertising is seriously menaced by the impact of anti-advertising forces, accelerated by the national emergency. The purpose of the meeting, it is pointed out, is to bring before those most directly concerned with this problem—national advertisers representing business management, agencies and the national media—a carefully prepared presentation of the actual situation and the facts about advertising's place in the American system of free enterprise.

The ANA-AAAA groups have been gravely concerned in recent months about advertising and what may happen to business in the immediate future. This concern is shared by agency executives, magazine and newspaper publishers, broadcasting networks and stations, and other members of the advertising industry.

When these leaders get together at Hot Springs, they will take up a four-point program: Part I will be a presentation of the facts about the opposition to national brands and the advertising thereof; Part II will be a presentation of the facts about the economic effects of advertising and its vital place in the American system of free enterprise; Part III will consist of experience talks by high-ranking executives in business about the indispensability of advertising as a selling tool under the American economic system; Part IV will consider the question "What can we do about it?"

This four-point program is based on the conclusions of the ANA and AAAA that its course of action should include (1) a cooperative effort; (2) establish the facts; (3) effective presentation of those facts.

Two Sources of Attack

The two trade associations have voiced concern recently over the growing frequency and severity of the attacks on advertising, which they describe as the show window of business. These attacks come first from those who would destroy the American system of free enterprise and second from those who are sincere but wholly ignorant of the true function of and the facts about advertising.

Some of these attacks are based on the unsound doctrine, according to the ANA-AAAA, that advertising is simply an added cost to the consumer, that it fosters monopoly, that it is an economic waste, that trade-marks are an unreliable guide to quality, that advertising should be disallowed as a cost in Government contracts. All such attacks have had their effect on the American public, on consumer leaders, on teachers, and on Government officials, according to the ANA-AAAA.

Furthermore, these groups point out that there has been increasing talk of curbing advertising as a means of controlling inflation and restricting it as a means of controlling production. Two instances cited are the last-minute attempt to include a tax on radio and outdoor advertising in the revenue bill of 1941, and the actual incorporation in the bill of attacks on electrical advertising signs. In addition, there is the movement for mandatory standardization and mandatory government grading of consumer goods, hailed by many as a means of replacing brand names and their advertising.

In calling the joint meeting, the ANA-AAAA emphasized that the danger lies not so much in what the extremist elements in the anti-advertising forces are trying to do, but in the fact that the more moderate elements, among those in charge of the nation's machinery and in Congress, "simply don't realize what is taking place because they don't fully understand what advertising is and how it functions".

Furthermore, there is growing realization that one of the first and most important jobs is to bring about a better understanding of the dangers to advertising and its vital place in the American system among the rank and file of businessmen, employes, merchants, etc., as well as among those in the advertising business itself.

Adverse Influences

There is a general feeling that advertising, like other parts of the business system, is being affected by adverse influences, the ANA-AAAA officials believe. Just how significant this is and what can be done about it will be discussed at the meeting, which will serve to crystallize the situation and perhaps lead to constructive action.

Past attempts have been made to hold joint meetings but nothing has come of them, says the prospectus issued by the ANA-AAAA.

"The reason for this has been the realistic fact that the self-interests of the respective groups as viewed from a short-range, individual and competitive angle, have obliterated the longer range view of the interests of the whole. This has obscured the really important problem and the imminence of the danger to all", the prospectus says.

"Conditions are changing, however, and with such rapidity that now it seems that a sufficient number of leaders are aroused to the realization that something must be done, and done soon, about our common problems. But the essential requirement is that we approach the task with the simple conviction that the interests of the whole are the all-important job.

"Second, we must have the facts. There has been far too much disorganized rushing to advertising's defense; in all too many cases the 'facts' have not been substantiated. There has been too much resorting to glittering generalities and unsupported claims which fall of their own weight for want of a firm foundation.

"In short, the attacks on advertising have not been adequately met. What is needed is to have the case for advertising properly prepared, to marshal the basic facts in such a way that they will prove of themselves how advertising functions, its vital place in maintaining our national economy and the necessity of keeping it going on a rational scale, as a part of the whole national program.

Answering the Attacks

"Those who need to have that story brought home to them are, in order of importance: (1) Those in or closest to the advertising business including advertisers, agencies and media; (2) the business fraternity at large and especially top management; (3) those in responsible positions in government; and (4) important influential consumer leaders and groups (now being done).

"Now it appears that we have more of the necessary material to provide those facts, that by calling upon the resources of the ANA the AAAA and the media we can gather together in one place material to compose a thorough, comprehensive and convincing understanding of the real fundamental position of advertising in our economic life. Properly coordinated and presented, that job will provide the basis for answers to the attacks upon advertising by those who either would destroy it or do not understand its true function.

"As might be expected, it is a time-consuming job to digest the material and put it into the most effective form of presentation. Yet the first and most pressing job is to get the facts before the parties most concerned, namely, the national advertisers, the agencies and the media. Beyond that, it is important to get the facts brought home to the manufacturers of the country, especially management.

"The quickest and the most effective way to do this is in conventions where at one and the same time the story can be presented in logical order and in a true perspective to a representative audience of all related interests—business man-

(*Continued on page 44*)

MYSTERIES OF VIDEO were explained to the Duke and Duchess of Windsor last Wednesday when they toured the RCA Bldg. in New York. Clay Morgan, assistant to the president of NBC, took them around. After being televised the royal couple stopped to renew acquaintance with Eddie Cantor before his *Time to Smile* broadcast for Bristol-Myers Co.

Congratulations, KDKA on Your 21st Anniversary

NOVEMBER 2, 1941

KDKA is worthy of the plaudits and best wishes of the entire radio industry. Twenty-one years of usefulness, of public service and of ethical broadcasting.

Chairman Fly of the F. C. C. designated WWJ* as "a veritable Methuselah among radio stations." As one Methuselah to another, we say, *Congratulations, KDKA.*

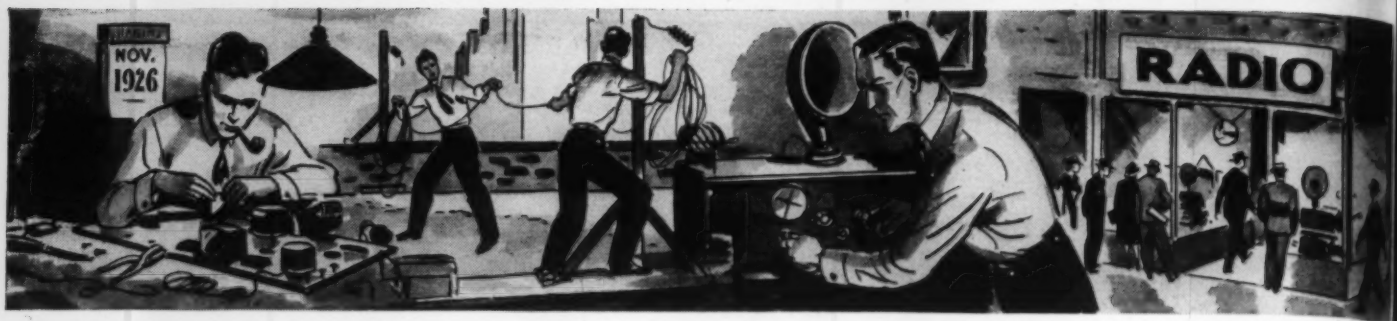
**On the air daily since August 20, 1920*

WWJ

Owned and Operated by The Detroit News

National Representatives

The GEORGE P. HOLLINGBERY CO., New York: Chicago: San Francisco: Los Angeles: Atlanta



The Story of Two Novembers...

This is November—and our Birthday Month:
The Fifteenth Birthday of the NBC Red Network
—But this isn't just a story about us.

This story is about some things that grew up with us
Between two Novembers, 15 years apart . . . a story
that's bigger than we are,
And we know it.

It isn't only something on a calendar.

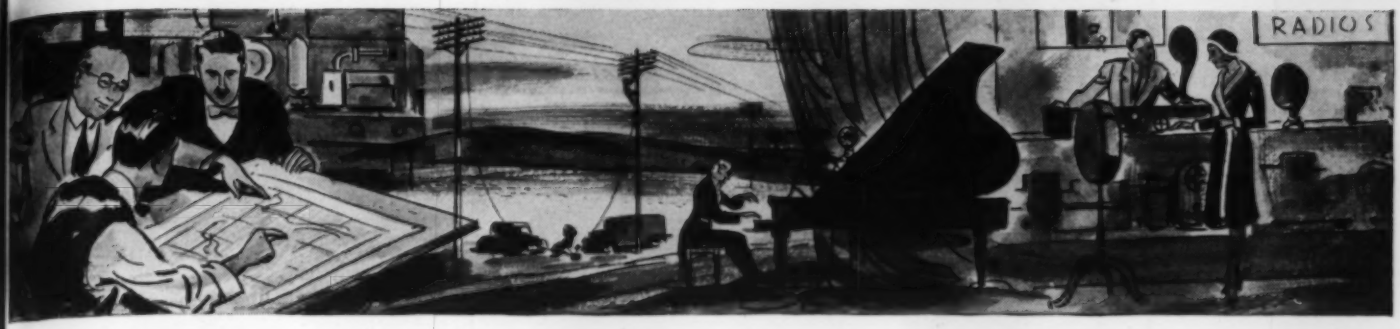
And it isn't the sort of thing that you can analyze
By counting the colored counties on a map.

Though a map's one way to look at it . . .

A map can show you how, for instance,
In nearly every county of America,
We can bring our people together, as into one room
—Out in Montana, down in Rhode Island, across the
plains of Texas—
When the President speaks to the people . . . when
the destiny of the nation rests with the people
. . . or when the people want to be told
The facts that a people should hear.

Yes—and a map can make you feel, perhaps,
How rich and poor, strong, weak, young, old
(But Listeners all!)
Are gathered today into a transcendent unity
Beyond achieving in that other November
15 years ago. We have removed forever
Cracker-barrel sectionalism . . . misunderstandings
between City and City, State and State.
And something has been born that was not here
before.

Other generations may have dreamed
What these last 15 years have made come true:
The pioneer, rolling westward through days of dust
And days of snow,
May have dreamed how some day we should end



The isolation of geography,
Binding New York to Cheyenne with the speed of light: hurtling darkness and storm; and through wind and lightning speaking
From the Atlantic to the Pacific, with

One voice
To one nation
Indivisible!

* * *

But the story isn't only in the maps . . .
It's in the people, after fifteen years.
It's a pattern in the people.

One-fourth of our people have lived with Network Broadcasting
Since the day they were born . . .
And more than a third of us have lived with it
Since we were five years old.

Count *that,* when you measure
The strength, the power, the influence
Of Network Radio today
On the minds of Americans!
It's a pattern in the people . . . Look around you.

It's a pattern in their living: their waking, their working: their leisure and laughter: their dancing and buying. They get up to network radio, and they go to bed to network radio.

It's a habit . . . and you can't erase it.

* * *

During these 15 years, the NBC Red Network has become a part of America.

It *belongs.*

Let's say it simply:—

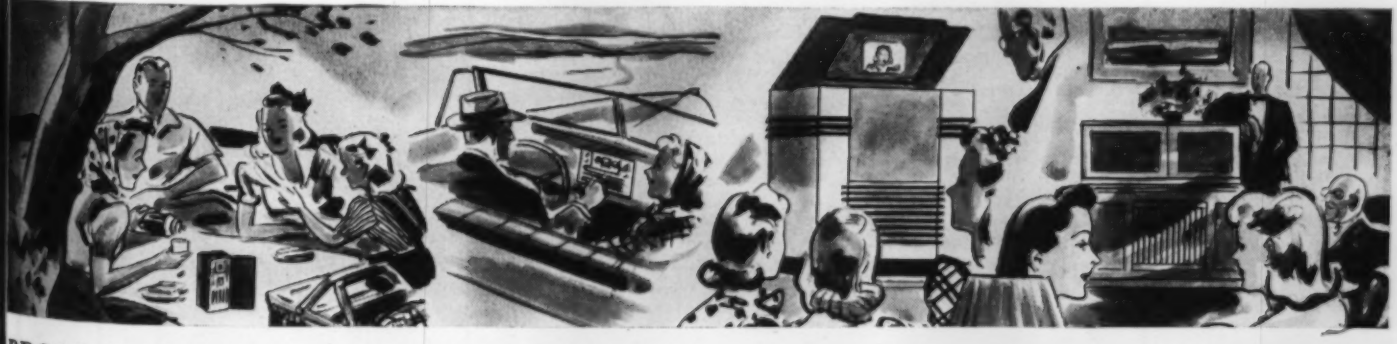
For 15 years, the National Broadcasting Company has been proud of its job. It's been a big job, and we've tried to give our best to it. We must have. For the network the country listened to *first* is still the network most people listen to *most!*

NBC *Red* NETWORK

The Network MOST People Listen to MOST

THE NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service



KOB 50 kw. Grant Protested by WJZ

NBC Charges It Was Given No Chance for Hearing

PROTESTING ANOTHER case having all the earmarks of a clear-channel breakdown, counsel for NBC and its New York Blue network key, WJZ, filed with the FCC last Wednesday a petition for rehearing on the Commission's recent grant of duplicating facilities on WJZ's 770 kc. frequency to KOB, Albuquerque, N. M.

The brief charged that the FCC on Oct. 14, without application or hearing, had granted authority to KOB to operate unlimited time simultaneously with WJZ on 770 kc., 50,000 watts day and 25,000 watts night power, without affording WJZ an opportunity for hearing. The NBC petition was filed as a score of applications were pending with the FCC to secure increased facilities through duplication of clear channels.

Merely An Experiment

From the FCC side, it has been indicated the shift of WJZ's 50-25 kw. operation from the previously authorized 1030 kc. to 770 kc. had been approved as a "special service authorization" because of complications in connection with Havana Treaty reallocations involving KOB. The FCC had characterized the shift as purely an experimental move to secure "factual" information, indicating that further change may be made subsequently.

According to the NBC-WJZ brief, the FCC on May 7, 1941, granted KOB a 50 kw. construction permit for 1180 kc. Previously, on March 24, and effective March 29 with reallocations under the North American Regional Broadcast Agreement, KOB had been licensed to operate unlimited time with 10 kw. on 1030 kc. the clear channel occupied by WBZ-WBZA, Boston-Springfield. On June 3, the brief continued, the FCC granted KOB a "special service authorization" to operate with 50 kw. day and 25 kw. night on 1030 kc. Then on Oct. 14, without notice to NBC and without hearing, it authorized KOB to operate simultaneously with WJZ with 50-25 kw. on 770 kc., without application by Albuquerque Broadcasting Co., the brief declared.

Apart from allegations that KOB's operation on the WJZ clear channel would result in serious curtailment of WJZ service resulting from co-channel interference, the brief pointed out that WJZ has had pending since April 11, 1936, an application for power increase from 50 to 500 kw. on 770 kc. and maintained that the KOB grant amounts to a denial of this application without hearing.

Among 11 specifications of error, the brief charged that the FCC erred in making the KOB grant without the filing of any application by the station and without hearing; that the grant results in "a substantial modifiaction of the license now held by NBC" to operate WJZ, contrary to Section 312 (b) of the Communications Act; that the FCC is without power to make the grant in view of Sections 3.25, 1.71 and 1.352 of the FCC rules and regulations; that duplicated operation of 770 kc. "will be prejudicial to the priority rights of the United States on this channel" under the Havana Treaty; that the grant order was illegal and void and violated the Fifth Amendment. The brief also asked that the FCC stay its Oct. 14 order and reconsider and vacate its action. The brief was filed by D. M. Patrick, P. J. Hennessey Jr., A. L. Ashby, and Henry Ladner, NBC counsel.

FORMER FIRST LADY of Pennsylvania, Mrs. George H. Earle, signs her first commercial radio contract as I. D. Levy (left), chairman of the board of WCAU, Philadelphia, looks on with Ralph R. Diamond, president of Astra Jewelry Co. of Philadelphia, the sponsor. Mrs. Earle is wife of the U. S. Minister to Bulgaria.

Analysis of FCC License Logs Shows 167 Equipment Projects

WHY MANUFACTURING production lines must be kept open for maintenance and repair of broadcast operations is statistically illustrated by a recapitulation of outstanding Government licenses covering broadcast operations, standard as well as FM and visual.

An analysis of FCC license logs discloses there are 873 licensed standard broadcast stations in the United States. In addition, there are outstanding 41 construction permits for standard broadcast stations under construction, while 126 licensed stations have outstanding construction permits for installation of new equipment.

Others Pending

In the new field of FM there are five actually licensed stations with 52 under construction. In television, one commercial station is licensed and seven are under construction. These are exclusive of experimental television stations in operation or under construction.

According to FCC records, there are 16 experimental FM stations licensed under special authorization. There are 18 experimental television stations licensed, with 27 under construction. Two television licensees hold construction permits for installation of new basic equipment.

FCC and Defense Communications Board officials have indicated that because of the tight priorities situation occasioned by defense requirements, it may be necessary to stop all broadcast station construction except where deemed essential as a defense measure. In other words, the FCC may find it necessary to forego licensing of new broadcast stations in areas already adequately served. In areas not having sufficient service, however, the FCC, probably through DCB, will certify to OPM authorities that the proposed service is deemed necessary as a national defense measure.

Without considering new station construction, however, it is pointed out that the industry must be kept supplied with tubes, parts and replacements, to operate at maximum efficiency. Recent OPM rulings have tended to open the way for essential repairs and replacement material, but the outlook is regarded as extremely bleak, unless production lines are kept moving on such materials earmarked for essential commercial and private radio operations.

Alkine Spots

ALKINE Co., New Brunswick, N. J. (Flem-O-Lyn), recently started a series of participating announcements 18 times weekly for 26 weeks on WOV WOR WPEN WIP WHOM WCAE. Agency is Redfield-Johnstone, New York.

Belo Case Review By Supreme Court

Highest Tribunal Will Hear Overtime Wage Decision

MOVING toward a final ruling on the question of how overtime pay must be determined under the Fair Labor Standards Act, the U. S. Supreme Court last Monday announced it would review lower court decisions in the Belo Corp. case, which, according to the Wage & Hour Division of the Labor Department, present the most far-reaching issue since the legal validity of the Act was established. Arguments in the case may be heard late in November or December, with a decision expected about a month later.

The case, bitterly fought through U. S. District and Circuit Courts by the Wage & Hour Division, revolves around a form of employment contract developed and used by A. H. Belo Corp., owning WFAA, Dallas, and a half-interest in KGKO, Fort Worth, and publishing the *Dallas Morning News*.

Appellate Ruling

The company has maintained before the courts that an employer who guaranteed his employes a certain weekly salary might fix by agreement with them the rate to be used in computing overtime compensation. This position was upheld June 27 by the Fifth Circuit Court of Appeals, following appeal by the wage-hour administration of an earlier District Court decision handed down by Judge William H. Atwell in Dallas.

On the other hand, the Wage & Hour Division contended that the Act required that overtime compensation be computed on the basis of a rate obtained for each week by dividing the amount of the guaranteed weekly salary by the number of hours actually worked that week [BROADCASTING, July 7, Sept. 22].

Gen. Philip B. Fleming, Wage-Hour Administrator, has challenged the Belo contract as an evasion of the law. Should the lower court decisions stand, the Government maintains, most weekly salary arrangements "can be converted by 'contract' into arrangements for minimum or low basic hourly rates requiring no additional compensation for work weeks in which the statutory maximum is exceeded." It is estimated that more than 1,500,000 employes subject to provisions of the Act "are directly or potentially affected by the availability of these contractual devices.

Allcock Campaign

ALLCOCK MFG. Co., Ossining, N. Y. (Allcock's Porous Plaster) is conducting a campaign of one minute transcribed announcements three times weekly on 15 stations. Contracts run until February 1942. Agency is Small & Seiffer, New York.

SOMETHING TO BRAGG ABOUT!

NOW FULL TIME, WFNC offers you an advertising opportunity that's as obvious as a 21 gun salute. WFNC is the favorite station of the largest Army Post in the United States—nearby Fort Bragg with its 67,000 officers and men. The rich, rolling country in WFNC's primary area produces $4,226,000.00 worth of peaches, watermelons, cantaloupes, strawberries and vegetables a year. A year's tobacco crop brings $41,153,000.00 at average price levels. Cotton accounts for $7,241,000.00. These are last year figures. This year the Defense Program is making a bonanza of WFNC-land. Population in WFNC's home county has risen 60% since 1940. Last year there was a total population of 861,257 in this area with a spendable income of $244,451,000.00 (including the 67,000 officers and men at Fort Bragg who receive $27,600,000 annually). This year . . . who knows? You won't go wrong in WFNC-land . . . with WFNC.

WFNC

1450 KC.
250 WATTS UNLIMITED

W. C. EWING, MANAGER

FAYETTEVILLE, NORTH CAROLINA

Radio Gives Musical Show a Lift

'Hellzapoppin' Offers Broadway Success Story

By MARLO LEWIS
Blaine-Thompson Co., New York.
Radio Director

ON SEPT. 22, 1938, the popular vaudeville comedians, Ole Olsen and Chic Johnson, opened a musical revue on Broadway called "Hellzapoppin"—an entertainment which followed no previously-created patterns, techniques, or formulas. It was a large, expensive show, built out of vaudeville units that had kept audiences on the road in stitches for some seasons.

"Hellzapoppin" met with a lukewarm reception from Manhattan's calloused theatre critics, who had nothing with which to compare it. But Olsen & Johnson and the Messrs. Shubert, their producing associates, knew they had a surefire audience pleaser, knew its comedy had been tested on the public outside of New York and couldn't miss in New York—provided audiences could be made to forget the critics' almost disdainful reports and be made to come to the theatre. Once inside its doors, the producers knew the audience would be delighted.

The Unknown Quantity

The problem was to create immediate and widespread interest in this extraordinary attraction. After much deliberation, a decision was made by C. P. Greneker, advertising and publicity director for the Messrs. Shubert, and the agency. This decision radically deviated from the promotion usually followed for a Broadway show.

The plan embodied the use of regular classified amusement listing in all metropolitan newspapers, and in addition—radio—a very seldom used medium in show business. This was the radical departure—the unknown quantity.

"Hellzapoppin" became a sensational success almost overnight. Within eight weeks its audiences had grown too large for its original New York theatre, and it took up quarters in the Winter Garden, Manhattan's largest legitimate playhouse. "Hellzapoppin" has just celebrated its *third* birthday and launched its *fourth* successive year in New York with no diminishing of its advance sale. It has given more than 1,300 performances. It is not only the longest-run attraction currently on Broadway—it is the longest-run musical show in the history of the entire theatre. To date, more than 2,500,000 tickets have been sold, considerably more than ever before purchased for a Broadway play.

Their First Show

The Messrs. Shubert and the agency were jointly curious about the continued success of "Hellzapoppin". We wanted to know whether the regular theatre audiences were coming back for a second time, or if this prodigious number of tickets were sold to new customers, people who ordinarily do not frequent the legitimate theatre.

Accordingly, a survey was made in the lobby of the Winter Garden. The results proved that a large percentage of "Hellzapoppin's" audience was witnessing its first Broadway show. Many of the play's patrons were from the five boroughs, and still more were from suburban areas near New York. The pattern of attendance closely paralleled the primary coverage area of any of New York's 50,000-watt radio transmitters.

This was interesting because during "Hellzapoppin's" three years on Broadway, the bulk of the radio appropriation has been spent on the four large stations in the New York area, the largest portion going to WABC.

The survey also disclosed that:

1. Radio helped sell the regular theatre-going audience—directed them where best to spend their money.

2. Radio brought in additional thousands of customers who *never before* had spent $3.30 for a ticket to a Broadway show.

Experiments made with various types of commercials proved that for "Hellzapoppin" good-natured ballyhoo of the circus barker variety produced the best results. Commercials are consistently given the light touch, but also get over such pertinent facts as the number of laughs in the show, the number of performances it has had in comparison to other long Broadway runs, etc.

One series of commercials was recorded by the stars themselves, opening with their familiar "Ha, ha-ha, I'm Olsen . . . Ho, ho-ho, I'm Johnson", continuing with a gag or two and including an invitation to "come down and see us at the Winter Garden".

Other experiments, with the placement of radio copy, showed that sponsored newscasts or announcements spotted next to news worked best for our peculiar product. Time of day does not seem to matter much; news and 8 a.m. and at midnight have both brought us audiences for the commercials which in turn produced audiences at the Winter Garden. Oddly enough, trials at placing our commercials on comedy programs which are available for participating sponsorship were somewhat less successful. All in all, however, radio has clicked.

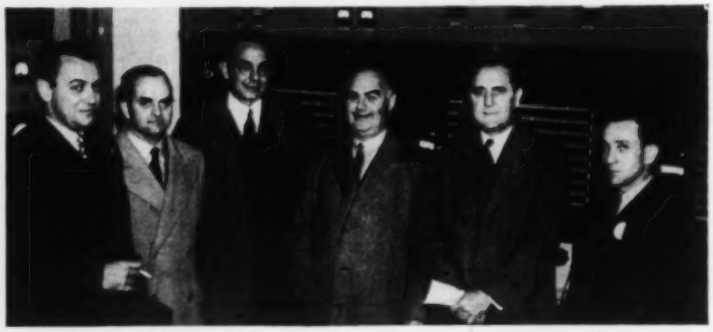
Others Follow

And now we have proof that an amusement advertising medium can promote an amusement. That radio can sell theatre tickets. That the theatre's audience can be increased through the use of radio. That a demand can be created for an expensive luxury item like a Broadway play through the means of radio.

And "Hellzapoppin's" use of radio during the past three years has pioneered for other Broadway shows. In the past two seasons we have purchased radio time on 10 different New York stations for such shows as "Higher & Higher", "The Male Animal", "Separate Rooms", "Claudia" and "Pal Joey". This means a completely new field of advertisers for radio.

If this be an indication, radio may begin to look for a realignment of amusement advertising expenditures, not only from legitimate theatrical producers who sell seats up to $3.30 and $4.40 apiece, but from the thousands of local motion picture exhibitors, as well as the motion picture producers themselves. This very well may be the next group of advertisers to move in on the airwaves.

TRUMAN BRADLEY, Hollywood announcer, has been signed for the featured heavy role in the Universal Pictures film, "Panama Kid", now in production, having recently completed an assignment in "Keep 'Em Flying", also released by that studio.



HIGH-POWERED EXECUTIVES examine 5,000-watts of new RCA transmitter installed by WSYR, Syracuse. About 300 radio advertiser and agency executives, attended the mid-October dedication. Here are (l to r) Sidney Strotz, NBC program vice-president; Col. Harry C. Wilder, president of WSYR; Fred R. Ripley, vice-president of WSYR; William Hillman, NBC commentator and journalist; Niles Trammell, NBC president, and Armand Belle Isle, WSYR chief engineer. Messrs. Trammell, Strotz and Hillman addressed the assembled visitors.

Oil Firms Revert To Selling Theme

But Conservation, Defense Thought Is Not Abandoned

WITH THE recent pronouncement by Federal Petroleum Coordinator Harold L. Ickes removing restrictions on the sale of gasoline in the East, oil companies and marketers serving the seaboard are again revamping their commercial radio copy, removing the "shortage and conservation" theme and substituting straight selling copy with some emphasis continuing on "conservation for national defense".

Since early July, when the gasoline curfew went into effect, oil companies have used non-selling conservation copy, without curtailing radio expenditures [BROADCASTING, July 21]. Agencies handling petroleum accounts have indicated that copy will revert to straight selling placing emphasis on saving for personal gain, advising motorists to take care of their car and drive at moderate speeds to get more miles for their own interest. Some continue to mention gas-saving as a patriotic duty.

Back to Selling

Esso Marketers, which made a total of 2,870 announcements urging conservation of motor and fuel oil during the shortage period, is now opening each broadcast with, "Gas is an important defense material; use it economically".

Richfield Oil Co. has gone back to the personal-gain emphasis, as have Socony-Vacuum and Sun. Atlantic will plug White Flash in straight copy, while Cities Service will hold closely to the patriotic theme, emphasizing that each gallon of gas saved can be used for the armed forces. Shell, Gulf and Texaco continue as before. They did not change copy since their radio advertising is on a national basis and not localized in the East.

Republic Campaigns

RADIO will be included by Republic Productions Inc., in its $100,000 special exploitation campaign for the film, "Lady For a Night." An extensive campaign, including radio, has also been set up for the Edward Small film, "The Corsican Brothers." Rudy Montgelas, New York executive of Buchanan & Co., agency servicing the account, was in Hollywood during late October to complete details.

Illinois Meat Spots

ILLINOIS MEAT Co., Chicago (Broadcast Corned Beef Hash, meat products), on Oct. 30 started a varied 13-week schedule of transcribed announcements on WGN and WBBM, Chicago; WABC, WOR, WHN and WEVD, New York; and WAAT, Jersey City. Other stations will be added. Agency is Arthur Meyerhoff & Co., Chicago.

DORIS DENELT, vocalist of KROW, Oakland, Cal. has been signed by Universal Pictures, Hollywood for a series of singing roles. She is the wife of Keith Kirby, assistant manager of KROW.

Mrs. "Money" DEPENDS ON "Her!

Corn Belt Homemaker

Housewives are true homemakers in the Cowles Stations area. They want worthwhile facts and friendly counsel from radio people who talk over homemaking problems with them.

That is why the three friendly Home Economics counselors of the Cowles Stations get the "tune-in" nod in this area of some 1,500,000 radio homemakers. Each of these homemaking specialists knows her listeners in her locality — and caters directly to their likes and dislikes.

So we talk about results, based on actual response to these friendly, intimate personalities. After all, results are so much more important than far-fetched station claims of having practically all the listeners — and such.

Libbie Vaughan, chief chef for seven years of WMT's Magic Kitchen, performs sales magic for advertisers on her program.

"Your Neighbor Lady" — Wynn Hubler — does a plus job for advertisers who seek the responsive, neighborly WNAX audience.

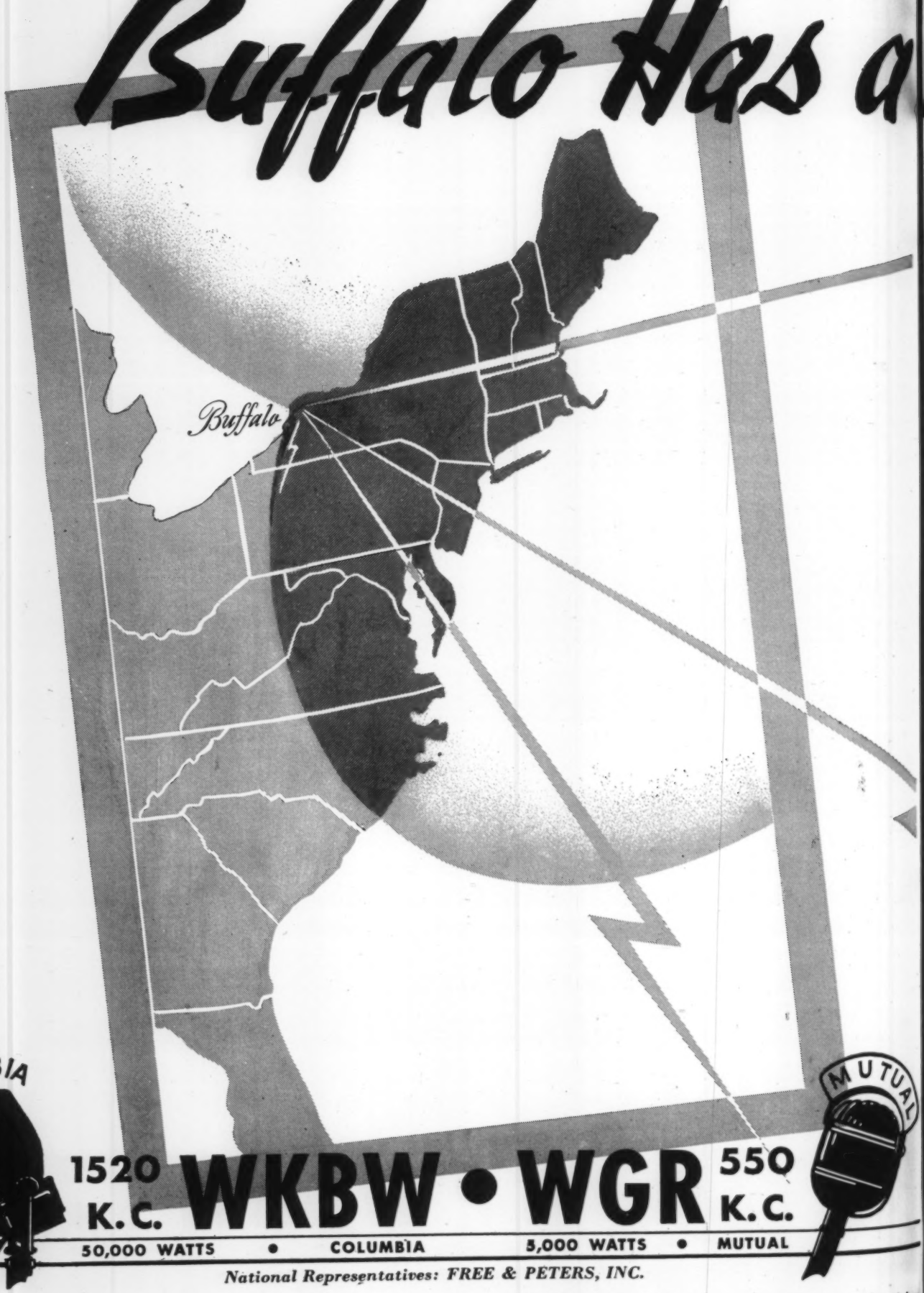
Helen Watts Schreiber smoothly handles home economics on KSO, Des Moines. Stand-out sales getting results are her specialty.

WMT CEDAR RAPIDS-WATERLOO KSO DES MOINES KRNT DES MOINES WNAX SIOUX CITY-YANKTON

THE Cowles STATIONS

Represented by The KATZ Agency

Buffalo Has a



COLUMBIA

1520 K.C. **WKBW • WGR** 550 K.C.

50,000 WATTS • COLUMBIA 5,000 WATTS • MUTUAL

MUTUAL

National Representatives: FREE & PETERS, INC.

New 50,000-Watt Radio Map

...and advertisers have radio's biggest circulation bonus through WKBW's and WGR's new $350,000 Transmitter Plant

Buffalo today has a new radio map — a map that adds millions of listeners to your radio dollar.

Through a new $350,000 transmitter plant — the most modern installation in America — the Buffalo Broadcasting Corporation offers advertisers:

1. **WKBW**, Buffalo's *only* 50,000-watt station, carrying Columbia network programs, with an eleven-state night time coverage of 12,000,000 people.
2. **WGR**, at the dial's most favorable position — 550 kilocycles, carrying Mutual network programs, with the greatest regional coverage of any Buffalo station—5,000 watts by day, 1,000 watts, directionally intensified, by night.

Backed by the most extensive promotional campaign ever launched by any Buffalo radio station, **WKBW** and **WGR** now are in position to give advertisers the largest radio circulation per dollar ever offered in this half-billion dollar market.

For top results, make **WKBW** or **WGR** your *first* choice in Buffalo.

BBC's SECOND Major Improvement in 30 Days

The opening of our new transmitter plant is BBC's second big forward stride in 30 days. The first occurred on September 28th when WKBW became the exclusive outlet for the Columbia network programs and WGR became the permanent outlet for the Mutual network's expanded schedule.

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO, N.Y.

Durr Is Confirmed To FCC Position

Senate Acts Speedily on New Member of Commission

IN ALMOST record-breaking time, the nomination of Clifford J. Durr to be a member of the FCC was confirmed by the Senate last Wednesday.

The Senate Interstate Commerce Committee approved the nomination at a brief meeting last Monday, reported it the same day to the Senate, and after the requisite legislative day lay-over, the Senate confirmed the nomination without opposition at its Wednesday executive session.

No Opposition

With a dozen of the committee's 21 members present, Mr. Durr's nomination was ratified unanimously. Because several Republican members wanted to know more about the appointee, he was called to the Capitol Tuesday morning and made a brief appearance.

Mr. Durr, it was stated following the meeting, explained that he was not familiar with the FCC's operations beyond what he had read in the public prints and had heard since his nomination by President Roosevelt last month. He was questioned briefly by committee members and excused.

Senator Lister Hill (D-Ala.), who co-sponsored the Durr nomination, urged the committee in executive session to report the nomination promptly and give the FCC its full quota for the first time since the expiration of the term of Frederick I. Thompson June 30. Mr. Durr's term is for seven years from June 30.

Interviewed by BROADCASTING, Mr. Durr asserted he joins the FCC "with an open mind". He said he had no preconceived notions about any aspects of the FCC's work and proposed to "brush up" on the Act and on FCC activities.

Plans Short Leave

After he is sworn in, Mr. Durr said, he planned to spend a short vacation with his parents at his home in Alabama before assuming his duties.

Mr. Durr asserted that his chief, Jesse Jones, Secretary of Commerce and Federal Loan Administrator, had "agreed to fire me" so he could assume the FCC post.

He has been assistant general counsel of the RFC since 1937, having joined that agency fresh from an Alabama law practice four years earlier. With the creation of the Defense Plant Corp. last August, he was named its general counsel—a $10,000 post. He will draw the same stipend as a member of the FCC.

It is presumed Mr. Durr's primary interests will center around broadcasting and related fields as a member of the FCC. While commissioners function on all FCC activities, particular members have been more prominently identified with specialties. Messrs. Fly, Craven and Case, for example, deal primarily with broadcast activities, while Commissioners Walker and Wakefield, by virtue of their background in public utility-common carrier operations, are associated principally with telephone-telegraph matters.

An Alabama Democrat, a Rhodes scholar and a high-ranking lawyer in Administration circles, Mr. Durr has had vast experience in industrial and business affairs during his eight-year tenure with the RFC. That agency is regarded as more closely allied with private business operations than perhaps any other in Government. This background and experience, it was thought, would serve him in excellent stead in dealing with broadcast regulation as a private business pursuit, as well as with the common carrier utilities in the field.

The 42-year-old Alabaman is a brother-in-law of Supreme Court Associate Justice Hugo Black. He is a member of the board of legal examiners created last summer by the President to deal with problems of lawyers in civil service.

NEW MEMBER OF THE FCC

CLIFFORD J. DURR

Photo Taken Shortly After Senate Confirmation

SOME TIPS TO BANK SPONSORS

Basis of Successful Use of Radio by Financial Institutions Is Attributed to Copy

THE DOMINANT financial program preference is for spot announcements, according to an analysis of radio advertising by John J. McCann, appearing in the September issue of *Banking*. The study is based on a canvass of 795 stations and the experience of 688 bank sponsors.

Essence of success in radio advertising by financial institutions rests in the copy, according to a comment on the article by Lewis F. Gordon, assistant vice-president of Citizens & Southern National Bank, Atlanta, writing in the October issue of the *Financial Advertisers Bulletin*. The word "copy", of course, refers to programs.

Program Problem

The radio advertiser's problem, Mr. Gordon points out, is to draw the listening public to his program since the listener tunes only to one station at a given time. Inability of many advertisers to furnish a competitive program led to the spot announcement, according to the article, which describes it as "a simple device for capitalizing the listening audience already drawn to the station by a popular program".

After reviewing the strength and weakness of announcements, gives a resume of factors to be taken into consideration by advertisers. Among them are the time of day, preceding and following program, on other stations. The article observes that spot selection is difficult because of a shortage of good time and suggests that the advertiser consult the station's representative, describe his wishes, and when a desirable time becomes available, pick it up. "That is the way the national announcement advertisers build their schedule," the article states. "Gradually you will be able to work toward your ideal schedule.

Suggestions are given for copy preparation and frequency with which copy is changed. The matter requires careful study, Mr. Gordon writes, with emphasis on brevity.

WCHS Requests 50 kw. on 640 kc.

Fifth Petitioner for Facility; WFTL Seeking 710 kc.

A FIFTH applicant for assignment to the 640 kc. clear channel, on which KFI, Los Angeles, is the dominant station, was registered last Tuesday with the filing of an application by WCHS, Charleston, W. Va., for a shift from 580 kc. to the clear channel with an increase in power from 5,000 to 50,000 watts.

Other pending applications for assignment to the frequency include those of WCKY, Cincinnati, and WJHP, Jacksonville, Fla., each seeking 50,000 watts; WOKO, Albany, N. Y., with 5,000 watts, and WHCU, Ithaca, N. Y., with 5,000 watts. WHKC, Columbus, operates on 640 kc., limited time, with 500 watts, while WOI, Ames, Iowa, a college station, uses 5,000 watts daytime on the frequency.

WKRC, Cincinnati, also will file an application for 640 kc., with 50,000 watts. It is now on 550 kc. using 5,000 watts day and 1,000 night.

WFTL Application

Further encroachment on 710 kc., occupied at present by WOR, New York, and KIRO, Seattle, both 50,000-watt Class 1-B stations as well as KMPC, Beverly Hills, Cal., 10,000-watt Class II station, is seen in the application last week of WFTL, Fort Lauderdale, Fla., filed last Tuesday. WFTL would move from its present 1400 kc., increase to 10,000 watts and install a directional antenna for night use.

KXA, Seattle, currently on 770 kc. with 1,000 watts as a limited time station to WJZ, New York, the dominant I-A station on that frequency, has filed an application with the FCC for an increase in power to 10,000 watts and a change to unlimited operation with a directional antenna for day and night use. KOB, Albuquerque, N. M., is also holder of a recent special service authorization from the Commission to operate on 770 kc. with 50,000 watts daytime and 25,000 watts night.

Jacques Schedule

JACQUES SEED Co., Prescott, Wis. (Jacques Proven Hybrids) started its third broadcasting season Oct. 20 with a schedule of 70 one-minute announcements, an increase over schedules previously used, to be broadcast thrice-weekly on the following Corn Belt stations: KROC KWLM WIBU KYSM KSOO WKBN WTCN WDAY WSAU WTAQ WIBA WEAU KWAT. Triangle Adv. Agency, Chicago, placed the account.

PROMOTIONS have been ordered for three NBC page boys in New York. Francis J. Donnelly, Jr. becoming clerk in the treasurer's office, Walter E. Hyde shifting to clerk in the auditing division, and Robert Larrabee going to the international division as traffic clerk.

What d'ya mean Four Networks?

we only hear one!

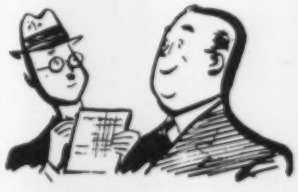
Look, mister . . . I just make surveys. When I ask which of the 4 networks you listen to most, does that make me know why you can only get one . . . Don Lee?

I get the same story in hundreds of towns up and down the Pacific Coast. . . . Four networks broadcasting, yet listeners can only get Don Lee. They tell me it's mountains. Most of the Pacific Coast towns are surrounded by 'em.

Naturally you get good reception from Don Lee . . . they have a station right smack in the middle of every important town on the Pacific Coast (32 of 'em), while the other networks' messages often come from hundreds of miles away and sail right over the mountains. You can't get reliable long distance reception in this man's country.

What happens in towns where the four networks are located? Well, I understand in the Los Angeles, San Francisco, Seattle and Portland markets Don Lee ties for first place with 6 firsts out of the top 14 Pacific Coast evening shows.*

**That's right, brother. A Hooper Survey proves it. Write Wilbur Eickelberg, Gen. Sales Mgr., for actual survey.*



You would think most of the advertisers would use Don Lee? Well, as a matter of fact, more Pacific Coast advertisers do use Don Lee than the other three networks combined. Now about my survey, which of the four networks do you listen to most? Oh, that's right —you can only get Don Lee.

Thomas S. Lee, Pres., Lewis Allen Weiss, Vice-Pres., Gen. Mgr.
Don Lee Studios, 5515 Melrose Ave., Hollywood, California

Mutual

DON LEE

Name Baker, Lang GE Vice-Presidents

Major Change in Setup Made By Wilson Appointments

APPOINTMENT of five new vice-presidents by the board of directors of General Electric Co. was announced last Monday by Charles E. Wilson, GE president. The newly-elected executives, named in connection with a major organizational change in the company, are Dr. W. R. G. Baker, Chester H. Lang, David C. Prince, Elmer D. Spicer and Harry A. Winne.

Mr. Lang

Mr. Baker

Under the new organization plan, the company will include four major operating departments: radio and television, headed by Dr. Baker; appliance and merchandise, under Vice-President Hardage L. Andrews; lamp, under Vice-President Joseph E. Kewley; apparatus, staffed by five vice-presidents whose duties have been delegated along functional lines. These five officials are Mr. Lang, in charge of defense activities and continuing also as manager of apparatus sales; Mr. Prince, in charge of application engineering; Earl O. Shreve, commercial activities; Mr. Spicer, manufacturing; Mr. Winne, design engineering.

Vice-Presidents William R. Burrows, formerly in charge of general manufacturing operations, and Roy C. Muir, formerly in charge of general engineering operations, under the plan will become members of the president's staff, carrying out special assigned duties in their respective fields.

Baker a Pioneer

Dr. Baker, well-known broadcasting pioneer, joined the GE research laboratories in 1917. During the War he was active in developing broadcast equipment for the Army and Navy, and when GE set up a separate radio department, he was named designing engineer in charge of transmitters. In 1924 his supervision was extended to all GE radio products, and in 1926 he was given complete charge of development, design and production.

When RCA-Victor Corp. was formed in 1929, Dr. Baker headed its radio engineering activities in Camden, becoming general manager of the RCA-Victor plant. In 1935 he returned to GE and became managing engineer of its radio receiver activities in Bridgeport, Conn. In 1939 he became manager of the GE radio and television department. Dr. Baker also served as chairman of the National Television System Committee, organized in July, 1940, through FCC-industry cooperation, which during 1940-41 developed visual broadcasting technical standards leading to commercial television authorization by the FCC.

Mr. Lang, a Michigan U graduate, joined GE in 1919 as a traveling auditor after service overseas with the 35th Division. In 1922 he became assistant manager of the publicity department, later serving as comptroller of the budget from 1926 to 1932, when he became advertising manager and manager of GE broadcasting activities. He has served for two years as president of the AFA, and later as chairman of the AFA board. In April, 1940, Mr. Lang was made apparatus sales manager, and shortly afterward also was named chairman of the GE defense coordinating committee.

Proposal for Broadcast Franchise Tax Likely to Remain Inactive Until Spring

PROPOSALS for a franchise tax on the radio broadcasting and communications industries probably will get no serious consideration from Congress until April or May, when new tax legislation is brought up. This was revealed last Tuesday when BROADCASTING learned that Congress plans to confine coming legislation effecting administrative changes in the Internal Revenue Code to strictly administrative matters, with nothing in the way of new taxes or revised rates to be included.

Coming in the face of information that the Treasury Department already is conducting studies along the franchise tax line and knowledge that the FCC for some time has been working up a comprehensive cost-of-regulation tax plan for the broadcasting and communications industries, the revelation of Congressional plans cast a new light on radio tax prospects.

Previously it was understood that some sort of franchise tax provision possibly would be worked into the amendatory legislation for the Revenue Code, which would have meant that the proposition shortly would have been due for serious consideration by Congressional committees.

FCC Inactive

FCC Chairman James Lawrence Fly stated at his press conference last Monday that there were no developments on the cost-of-regulation plan espoused by part of the Commission membership. The plan has been discussed periodically by FCC officials, but has been passed over for the last several weeks [BROADCASTING, Oct. 27]. Chairman Fly indicated that no decision had been made on whether the Commission should advance its suggestions to Congress in the form of a full-blown legislative proposal for a broadcasting-communications franchise tax. Some members are known to feel that the proper procedure would be to hold official suggestions in abeyance until Congress asks the FCC for its views on the franchise tax idea.

The general idea of the pending plan was outlined by Chairman Fly Aug. 18 at an appearance before the Senate Finance Committee during consideration of the 1941 Revenue Act, from which finally was deleted a controversial provision for a 5-15% Federal tax on radio's net time sales of $100,000 and more annually.

Although the Treasury Department has started its franchise tax study, complying with instructions by Congress, it was indicated by the Joint Committee on Internal Revenue Taxation that that group has taken no steps in the same direction and is not disposed to do so until the administrative amendments are out of the way. Also it was indicated that the committee was interested in avoiding repetition of any "half-baked" proposition such as the recent 5-15% tax proposed on radio's net time sales.

Video for Latins

PROPOSAL to secure films from Brazil and the Argentine for American telecasting was set forth last week by Myron Zobel, president of Telecast Productions Inc., New York, in a wire to Col. William J. Donovan, head of the Office of Coordination of Information in Washington. South America, according to Mr. Zobel, will represent an important television area for advertisers and our markets must offer reciprocal opportunities and in the near future television will bridge the distance between the two continents by direct telecasts via coaxial cable and relay stations. Mr. Zobel also cabled Dr. Julio Barata, director of radio of the Departmente de Propaganda of Brazil requesting an interview emphasizing that he proposes to visit that country to bring back a record of Brazilian life and culture and not in an effort to impose our ideas on them.

MBS Program Meeting

PROGRAM DIRECTORS of key stations will hold their second meeting this year Nov. 10-11 at the Hotel Stevens, Chicago, with Adolph Opfinger, MBS program manager, presiding. Semi-annual affairs, the first meeting was held last January in New York, at which time arrangements were made for the presentation of four station-created daytime script shows to run six times weekly, and additional news periods.

'Digest' Renews

READERS' DIGEST ASSN., Chappaqua, N. Y. (magazine), the week of Oct. 27 renewed for another four weeks its schedule of one-minute announcements three times weekly on 66 stations. Agency is BBDO, New York.

YOST HEARS GAME

Michigan Sports Savant Boss Talk on Air Account

FIELDING H. YOST, grand old man of Michigan football, [illegible] to provide a critical analysis of the gridiron battle, faced a gathering of several hundred Detroit football fans recently a few days after the Michigan - Northwestern U game. His comments had been advertised as a principal attraction on the program, so faces fell a mile when he opened his talk: "I didn't see the game Saturday".

"But perhaps I know more about it than if I had been there," Coach Emeritus Yost continued. "I sat down by a radio in Ann Arbor and charted the game. I put down every yard that was gained or lost by a plunge, a penalty, a pass or a punt. I checked Kuzma's kicking and Westfall's smashing. I checked the Northwestern backs yard by yard. Later I saw moving pictures of the game from start to finish. I think I know as much about it as if I had been at Evanston — maybe more."

Then, basing his observations largely on the running account provided by Ty Tyson, sportscaster of WWJ, Detroit, who covered the game, Hurry Up went into a penetrating analysis of the play of the preceding Saturday.

NBC has signed a renewal contract with Herman Taylor, Philadelphia fight promoter, for the Adam Hat *Sports Parades* exclusive broadcasts of fights at Shibe Park and Convention Hall on NBC-Blue with Sam Taub and Bill Stern as announcers.

MERCHANDISING PLANS for the four broadcasts featuring Shirley Temple to be sponsored on CBS during the Christmas season by Elgin Watch Co. were the subject of this confab held in office of Frank R. Brodsky (seated), advertising manager of the company at Elgin, Ill. Stanley Holt of William Esty & Co., New York, agency directing the four programs, points to a still of the juvenile star, while Thomas D. Connolly, CBS program promotion manager looks on. The broadcasts will fill in the four-week layoff of *Hollywood Premiere*, and represent the watch company's first network radio since 1936.

WDAF A Public Service To Its Community

The story of defense needs is being thoroughly told to the Middle West over WDAF. There is no defense bottleneck on WDAF.

Fifty-seven regular news broadcasts each week . . . plus news bulletins when they break. Quality rather than repetitious quantity in news dissemination has made WDAF the accepted station for news dependability and news integrity in the Kansas City area.

Whether it's news, defense, charity, schools, churches—the community looks to WDAF . . . and does not look in vain.

WDAF

KANSAS CITY

The Other Fellow's VIEWPOINT

Strictly Sausage

EDITOR, BROADCASTING:

In your Oct. 13 issue on page 22, you show a picture of Don McNeill and other Swift executives seated about a breakfast table, supposedly buckling down to Swift's Premium Bacon.

Actually, this breakfast broadcast was the kick-off for the fall season of sausage advertising.

Swift Sausage executives do not like to be publicized as connected with Bacon.

Please correct.

BUCKINGHAM GUNN,
Director of Radio,
J. Walter Thompson Co., Chicago.

FRANK STEMPEL, head of Frank Stempel Agency, Hollywood production and talent service, is the father of an 8½-lb. boy born Oct. 24.

CARTOON CHARACTERS form the basis of a child radio program study conducted by Dr. Clarence Morgan (kneeling), director of radio education at Indiana State Teachers College. His classes have built several scoring boards using comic strip and Mother Goose research, which hold attention of the children while they play a game of scoring. Dr. Morgan is heard on WBOW, Terra Haute, as the Hoosier Schoolmaster.

AGENCY Appointments

BRODIE & HAVRIE, Montreal (flour), to J. J. Gibbons Ltd., Toronto.

NEW MASSES, New York (publications), to Halpern Adv. Agency, N. Y.

DAVID G. EVANS COFFEE Co., St. Louis, to Ruthrauff & Ryan, N. Y.

FALSTAFF BREWING Corp., St. Louis, to Ruthrauff & Ryan, N. Y.

F. L. KLEIN NOODLE Co., Chicago, to McGiveran-Child Co., Chicago.

THE WEEKLY MASSES Co., New York (*New Masses* magazine), to Vanguard Adv., New York. Radio plans in the making.

S. B. THOMAS Inc., Long Island City, N. Y. (bread & muffins), to Sherman K. Ellis & Co., New York. Using radio.

GREAT LAKES VARNISH WORKS, Chicago, to Ivan Hill Adv., Chicago. Radio may be used in smaller markets, with dealer cooperation.

C. F. MUELLER Co., Jersey City (Macaroni), to Maxon Inc., New York. Plans not yet formulated.

KFBK Sacramento, California

Receives AS MUCH DAYTIME MAIL PER CAPITA from 1204 Cities, Towns and Villages as from the City of Sacramento

ASK ANY PAUL H. RAYMER COMPANY OFFICE FOR PROOF

McClatchy Broadcasting Co.
Serving the Rural West
KFBK Sacramento

DEMAND FOR TALENT
WFBL Develops Formula for Regional Bookings

FACED with steady demands for outside appearances of WFBL's *Musical Clock Gang*, the management of the Syracuse station evolved a standard booking arrangement to equalize appearances between large and small communities.

Under the plan, the seven-piece studio band, headed by Don Anderson, is available for dances staged by schools or responsible civic groups in need of funds. Charge, regardless of the size of the community or the admission price, is always the same with WFBL charging off whatever deficit there is, if any, to promotion. The agreement also provides for other station features and stars.

New WRUW Frequency

WRUW, international station of World Wide Broadcasting Corp. located at Scituate, Mass., last Tuesday was granted a modification of its license to permit use of the additional 9700 frequency, providing no objectional interference results to service of other stations which in the opinion of the Commission have priority of assignment.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

up - Up - UP

Month after month, Connecticut's Effective Buying Income shows a greater increase—higher than any state in the U. S. A. (Sales Management's report). Use WDRC in Hartford, and take full advantage of your sales opportunity in Connecticut's Major Market.

Basic CBS for Connecticut

JOHN BIMEL GUEDEL

FIRED seven times from the same job within three years! That record belongs to John Bimel Guedel, timebuyer and vice-president in charge of radio for Dan B. Miner Co., Los Angeles. By the time John received his walking papers for the sixth time from the Hal Roach studios, he decided it wasn't very steady work, and maybe radio would be better.

After spending the first eight years of his life in Portland, Ind., where he was born Oct. 9, 1913, John came to Los Angeles, emerging from U of California at Los Angeles in 1931. For the next three years, John insists, he lived the life of a bum. Writing blurbs for a new-born comic strip landed him a job in 1934 with Newspaper Enterprise Association, Cleveland, where he authored the syndicated column, "Barbs." However, within a month came another offer from Hal Roach studios, and the subsequent oscillating career as writer. He submitted an idea for a radio show to Dan B. Miner Co., in April, 1937. Agency heads didn't buy the idea, but they gave him a job writing an hour variety show, titled *Houseparty*.

When Clyde Scott resigned as agency radio director to become sales manager of KFI-KECA, Los Angeles, John took over the former post, in July of 1938. Guedel assumed his present position as vice-president in charge of radio in April, 1941.

John maintains a firm theory that network programs scheduled back-to-back should be so dovetailed that they are able to plug one another, thus having individual sponsors cooperate to create solid blocks of entertainment for the radio audience. Married since 1936 to Beth Pingree, Guedel lives in Beverly Hills, with a pseudo-waterfall in his backyard consisting of recorded sound effects.

WARING GILLESPIE, former manager of the radio department of J. W. Pepper, New York, has joined the production staff of WMCA, New York.

MORE DEFENSE TIME
Industry to Aid Observance From Nov. 11 to 16

RADIO again has been called upon by the Government to furnish free time during Civilian Defense Week Nov. 11-16. Designed to inform the public on the need for universal participation in the civilian defense program, the period will feature spot announcements and radio appearances by well-known public figures and radio personalities.

All stations are being asked, through the NAB, to carry spot announcements promoting Civilian Defense Work, according to Arthur Stringer, of NAB Washington headquarters. Spots also will be used on the major network commercial programs, it was indicated by the Office of Emergency Management, with a speaker appearing on the *Voice of Firestone* and other network features.

During the week 14 guest speakers are scheduled to make broadcast appearances, among them Mayor LaGuardia, Director of the Office of Civilian Defense, President Roosevelt, Kate Smith, Donald M. Nelson, Paul V. McNutt, Mrs. Henry Morgenthau Jr., the Lord High Mayor of London, and Mrs. Eleanor Roosevelt. Three special dramatic shows also will be carried on MBS and NBC-Blue.

Canada Cuts Sets

CANADA WILL SAVE annually about $650,000 on imports of parts for receiving tubes from the United States, in connection with the recent government order curtailing radio receiver production by 25% of the 1940 production. Statistics issued by the Department of Munitions & Supply at Ottawa show that the curtailment on receiver production will mean a saving of $750,000 in radio tubes, for the making of which 85% of the materials come from the United States. Other savings for war needs by this cut in radio set production include 825 tons of steel, 85 tons of copper, 30 tons of brass, 15 tons of aluminum, $125,000 for glass dials, $1,500,000 for ball bearings, 250 tons of corrugated cartons, $1,375,000 in paper tubes, 25,000 gallons of paints and shellacs, $1,375,000 in ceramics, 105,000 square feet of plywood, 5,400,000 square feet of veneers, 1,550,000 board feet of solid wood.

WMCA Changes

BLACKETT - SAMPLE - HUMMERT, New York, which has been placing two hours five times weekly on WMCA, New York, for various drug and cosmetic products of American Home Products Corp., Jersey City, on Oct. 27 changed the format of the period, scheduling *Sweetest Love Songs of Today*, heretofore heard 2-3:15 p.m., to fill the entire two-hour time. The period 1:15-2 p.m. formerly included transcribed repeats of network serial dramas. Two-hour Saturday evening dance parade with Don Phillips orchestra on WMCA will be sponsored by Ex-Lax Inc., Brooklyn, starting Nov. 8 for the full 8-10 p.m. period. Agency is Joseph Katz Co., Baltimore.

STILL GOING STRONG 15 HOURS A DAY!

Radio Station WSAU — Serving North Central Wisconsin — Owned and Operated by the Northern Broadcasting Co., Inc.

WAUSAU WISCONSIN

July 31st, 1941

Presto Recording Corp.
242-250 West 55th Street
New York, N. Y.

Gentlemen:

Please rush via parcel post two (2) rubber tires used with the rimdrive 62-A transcription turntable.

Incidently, our 62-A's purchased from you over a year ago have been operating fifteen hours daily without breakdown or expense for replacements. We are thoroughly satisfied with our Presto turntable.

Yours very truly,

Roland W. Richardt

Roland W. Richardt
Chief Engineer

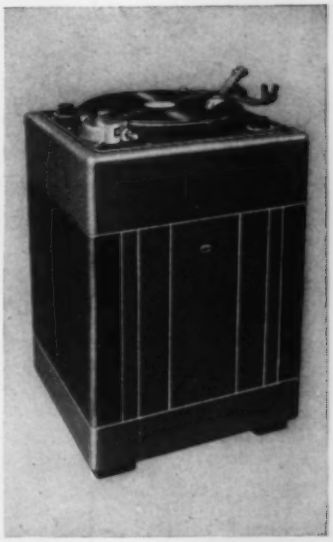
● It takes a real transcription table to keep up with a busy radio station. WSAU found what they wanted in the Presto 62-A...5000 hours of trouble-free service, one simple, inexpensive tire renewal.

If you want a table that gives you a quick jerkless start, always coming up to speed in exactly ⅓ revolution . . . if you want a table so completely vibrationless you don't know it's running . . . if you want a "wow-free" table that runs 33⅓ or 78 RPM. on the button . . . BUY PRESTO.

Once you see this Presto table in operation you'll know why an average of 15 radio stations a month are installing 1 to 3 Presto tables to replace their present equipment.

Presto tables give you the performance you've always wanted and they're ready for *immediate delivery.*

Write today for literature and the name of your nearest Presto distributor.



● *Presto 62-A transcription table for lateral recordings, list price, $385.00.*

● *Simple, foolproof Presto drive system—steel motor pulley drives against rubber tire on turntable rim, only 2 moving parts.*

● *Presto 16" dual speed turntable chassis only, list price, $155.00.*

PRESTO RECORDING CORP. 242 WEST 55th ST. N.Y.

In Other Cities, Phone: ATLANTA, Jack 4372 • BOSTON, Bel 4510 • CHICAGO, Har 4240 • CLEVELAND, Mo 1565 • DALLAS, 37093 • DENVER, Ch 4277 • DETROIT, Univ 1-0180 • HOLLYWOOD, Hi 9133 • KANSAS CITY, Vic 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wil 4218 • PHILADELPHIA, Penny 0542 • ROCHESTER, Cul 5548 • SAN FRANCISCO, Yu 0231 • SEATTLE, Sen 2560 • WASHINGTON, D. C., Shep 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

NBC BASIC BLUE NETWORK • ST. LOUIS

REPRESENTED BY WEED & CO., NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO • AFFILIATED WI

Mold of the *future*

Not long ago, men laughed at the railroad . . . the steamboat . . . the airplane . . . and radio. They laughed at the ideas that have made American industry the greatest in the world. While industry, research, and invention mold the miracle of tomorrow, American business looks into the future with confidence. New fields are being opened . . . the riches of a great nation are being tapped . . . new markets are emerging! The possibilities for American business are greater than ever before. KXOK, feeling the pulse of things to come, has keyed itself to meet the advertiser's needs in the rich Mid-Mississippi Valley Market . . . a market where 3,531,700 people spend over $826,000,000 annually in KXOK's primary area alone . . . and defense contracts total more than $700,000,000. Prepare for the future! Strike while the iron is hot . . . now is the time . . . now is the day . . . write or wire KXOK.

KXOK

630 KC. 5000 WATTS DAY AND NIGHT

AFFILIATED WITH KFRU, COLUMBIA, MO. • OWNED AND OPERATED BY ST. LOUIS STAR-TIMES

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Advertising Outlook

IN THE helter-skelter of war-defense activity, quickened and punitive FCC edicts, and increasing free-time pressures, we in broadcasting perhaps have taken only a side-glance at another pitfall that faces all who live by advertising.

Mindful of the uncertainty that confronts industry generally, with Uncle Sam perched precariously on a keg of TNT, broadcasters perhaps have been too preoccupied with these more intimate and immediate regulatory onslaughts.

It's plain that a fundamental change is taking place in the national economy. War activity provides the golden opportunity for extreme left-wingers to get in their licks. Those close to Washington's boom defense operations detect more than an incipient movement toward complete destruction of advertising, which the long-haired gentry call "an economic waste".

This transcends the consumer movement, or the pot-shots and pin-pricks at national advertising of the pre-defense era. Practically every defense agency in Washington now has its anti-advertising adherents, and some of the veterans who have advocated grading of consumer goods as a mandatory replacement of brand names find it much easier to spread their gospel under cover of the emergency.

Because business generally is good, many advertisers and probably all too many of the important representatives of media haven't recognized the gravity of the situation. With plenary powers vested in so many individuals and organizations, an anti-advertising movement could spread through the government like wild-fire.

With commendable foresight, leaders in the national advertising and agency field have decided to act. The Assn. of National Advertisers and the American Assn. of Advertising Agencies have called a joint meeting in Hot Springs, Va., Nov. 13-15 to tackle the problem. Because it cuts across all media, key figures in the newspaper, radio and magazine fields, as well as outdoor owners have been invited to the sessions.

ANA and AAAA have concluded that an effective course of action should include (1) a cooperative effort; (2) establish the facts; (3) effective presentation of those facts. It is evident that existing conditions, and the uncertainty ahead, more than justify this course.

Radio, as a major medium, albeit the newest, certainly will pitch in wholeheartedly. Beset with its own troubles, and as the heaviest contributor among the media to the defense effort, radio nevertheless will work with every tool at its disposal to preserve free enterprise, which is the embodiment of advertising under the American system.

Sweeter Refrain

ASCAP, after a ten-month rendezvous with extinction, finally has made its peace with radio. A new high in rancor and name-calling preceded the break with radio last New Year's. The result of the sanguinary encounter, which saw ASCAP drop out of the *Hit Parade*, along with the ascendency of the newly-created BMI and several lesser music performance groups, is an approximate two-thirds reduction in ASCAP's asking price.

There is no basis for gloating on radio's side. ASCAP readily has admitted that it was "licked", and has learned that radio makes music, not the reverse. There is room for two fully-competitive music organizations — BMI and ASCAP. Radio must have access to a going concern in the field, lest there develop a repetition of the experience of the last decade with ASCAP.

Broadcasters—networks and stations alike—should avoid performance of the catalogs of one licensing group to the exclusion of others. Intrinsic merit, of course, counts. But the failure to perform one catalog can only result in its eventual demise. Competition must be maintained in music for the benefit of the writers and of the users — radio and other public performers.

So now let's have a minimum of words over music.

Word-War Crisis

WITH the race toward peace or war for the United States, it was inevitable that radio would find itself caught between the isolationists, the interventionists and the deep blue sea.

Unfortunately the Beckman incident, as it has become known, and latterly the America First incident involving the networks, apparently are only the beginning. As war comes closer it is a foregone conclusion the isolationists will demand more and more time, mostly from the networks. In the final analysis this means allotment of the time of stations.

It's no secret, of course, that little short of coercion has already been used to obtain time. This is true not only of the isolationists; for the interventionists, more subtly perhaps, have not been derelict in wrangling periods.

This situation isn't unique in broadcasting annals. The matter has come up, in a lesser degree of course, on every important debate in Congress and in political campaigns. But now the stakes are higher. Viewpoints cross and criss-cross political boundaries. Tension and tempers are near the breaking point. The rules of public decorum are easily forgotten under such circumstances.

To date, all sides agree that radio has been eminently fair in the allotment of time for foreign policy discussions. Now, however, the situation gets ugly, with America First, which uses free speech as its keystone, complaining to the FCC. Section 326 of the Communications Act forbids the FCC from exercising any censorship powers. Then why should these exponents of free speech go to Chairman Fly?

With the lid off, however, utmost vigilance must be exercised by those who determine who may or may not speak, if this record of fairness and balance is to be maintained. Those same spokesmen, who now credit radio with fair play because they have had free access to the network microphones, will quickly denounce the medium as a whole if thwarted in their efforts to get bigger hookups.

Networks cannot pledge station time indiscriminately. The public, while it must be kept informed, can't be given an overdose of repetitious talk on the same issue. Broadcasters face a dilemma that will transcend the toughest of the political campaigns, but nothing that intelligent management can't handle.

They Say...

RADIO COMMENTATORS have only one trouble with the broadcasting companies: They are not permitted to editorialize, and they are supposed to avoid controversy. Since the America First Committee considers even facts controversial if the facts don't help the America First Committee, and since the America First Commiteee organizes boycotts and letter-writing campaigns to sponsors, the lot of the radio commentator is hard. But if the public does not like the commentator, he goes off the air. Here again, the public decides. And the most influential commentators are not paid by the networks but by sponsors.—DOROTHY THOMPSON.

AS THE European situation became more critical, in the days before the war, Hitler on the one hand and the Russians on the other began a campaign of radio browbeating. German broadcasting stations were "jammed" by powerful Russian stations. The Germans retaliated with raucous laughter, and gibes at official pronouncements.

What is called frequency modulation would solve the problem because of its short range. But Great Britain is in no position to change its transmitting stations and millions of receiving sets. Even if restriction in this short-range fashion were possible, the losses would outweigh the gains.

No doubt the British will try to offset Germany's present tactics. Possibly there may be pauses in which some quick-witted Englishman will retort to a Nazi radio heckler. Yet the fact remains that the radio war has gained in intensity and that voice will be pitted against voice, argument against argument in a way that Marconi, Fessenden and the inventors who gave us a powerful method of mass appeal never foresaw.—NEW YORK TIMES.

We Pay Our Respects To —

RAY EMMETT DADY

THE BEST LAID plans of the systematic Ray Dady served to bring him into radio—but not according to plan. Looking back to when Dady became a St. Louis radio name, the present station director and commentator of KWK likes to recall the turn of fate that upset his career scheme without upsetting his microphone aspirations.

It was early in 1934 that the young Dady interested Bob Convey, then KWK's chief announcer, in the idea of a movie criticism program. For six months Ray had been serving an unofficial apprenticeship as voluntary and unpaid assistant to Harry Niemeyer, *St. Louis Post-Dispatch* drama critic. In that time he had built up a bulky portfolio of dramatic clippings covering all phases of the field.

"How can you qualify as a critic?" queried the younger Convey, whose father, the late J. P. Convey, at that time managed KWK.

"Well, I've built my own encyclopedia of drama" Ray replied, offering his portfolio. That was enough for Bob and he scheduled an audition.

At audition time, Ray entered a small studio and faced a mike for the first time, reading a continuity reviewing first-run movies in St Louis at the time and covering current Broadway news, along with an idea he had cooked up of rating movies by one, two, three or four bells.

Over in the audition room Bob Convey listened with interest. About half-way through the elder Convey entered. "What's all this?" he asked, and then listened through the rest of the audition.

When it was over, Ray was summoned. Convey Senior didn't like the idea, but liked the writing and voice. Back in his mind was an idea that radio news had a promising future. And here was the chap to do the job for KWK.

So Ray was told to write a sample news show and come around tomorrow for an audition. This he did, but the audition was cancelled for routine reasons. He came around the next day with a brand new quarter - hour commentary. Again the audition was cancelled. This went on day after day. Finally, after Ray had written his 22d program, he got an audition. The elder Convey liked it, and on May 7, 1934, Ray delivered his first news commentary.

A curious background proved a blessing to KWK's news commentator. Born June 19, 1905 at Mason City, Neb., his family moved during his infancy to Kellerton, Ia., where he attended public school, editing his high-school semi-monthly for two years. In 1916 he left Kellerton to go to Washington. The reason: He wanted to go to Washington.

After a few months loading tear gas bombs at Edgewood arsenal—and his eyes still drip as he recalls his initiation into the effects of this lachrymal stimulant—he enrolled at George Washington University, in the Nation's capital. In spare time he worked in seven Government departments and served as secretary to an Iowa Congressman, meantime shifting his scholastic activity to National University of Law and marrying a Capital girl, Marcella Hartman.

A bit of bad health ended his Washington career, so he went back to Iowa to carry mail on a rural route. In good weather he covered his route in a few hours, leaving the rest of the day for reading. And reading happens to be Ray Dady's one indulgence. He reads every chance he gets. He always has read, and always will. Even during his present schedule of commentaries and executive duties he devotes every possible minute to serious reading—a practice he recommends to all who would dispense news over the air.

Since his KWK debut in 1934 Ray has been on the air most of the time with news commentaries. His news policy is freedom from bias and opinion, unless the views are those of another and properly labeled. In 1936 he was named studio supervisor, to coordinate various station departments and in 1939 he was named station director under Bob Convey.

Personal NOTES

DAVID SARNOFF, RCA president, and NBC board chairman, after West Coast hearings as a member of President Roosevelt's fair employment practice committee, will vacation in Honolulu. Mark Ethridge, Louisville publisher and head of WHAS, that city, is chairman of the committee and returns to his desk following San Francisco conferences.

GARDNER COWLES Jr., president of Iowa Broadcasting Co., on Oct. 21 was one of the speakers on a panel conducted by John Whittaker, well-known war correspondent of the *Chicago Daily News* Foreign Service, at the Shrine Auditorium in Des Moines.

JOHNNY SINCLAIR has been promoted from the promotion to the commercial department of WCHS, Charleston, W. Va.

WILLIAM F. MALO, commercial manager of WDRC, Hartford, has been designated an air raid warden and participated in the recent precaution maneuvers in New England.

RICHARD EVANS, son of Tom L. Evans, president of KCMO, Kansas City, has transferred from the continuity department of KCMO to the sales and sales promotion division.

BILL SHAW, CBS San Francisco sales service representative, has enlisted in the Army Air Forces and on Nov. 3 will enroll in the Rankin Aeronautical School at Tulare, Cal.

WILBUR EDWARDS, salesman of WABC, New York, on Oct. 22 became the father of a baby boy.

NORRIS WEST resigned Oct. 24 as assistant manager of the Philadelphia Orchestra to assume new duties Nov. 17 as program manager of W69PH, new FM station to be operated by WCAU, Philadelphia. He will continue as announcer and commentator for the broadcasts of the orchestra's Friday afternoon concerts on MBS.

RAY C. JENKINS, general sales manager of KSTP, St. Paul, has been elected to the board of the Minneapolis Aquatennial, big summer celebration of the Northwest. Mr. Jenkins also is first vice-president of the Minneapolis Advertising Club, director of the Better Business Bureau, Community Fund board member, and radio chairman of the Fifth District American Legion.

E. RUTH WELDEN, head of the business office of KFRU, Columbia, Mo., is convalescing from an appendectomy.

BILL WISEMAN, promotion manager of WOW, Omaha, and editor of the station's *News Tower Magazine*, has accepted an invitation to speak at the annual convention of the Southwestern Assn. of Industrial Editors at Stillwater, Okla. Nov. 7.

FRED MUELLER, assistant to the director of promotion of KMOX, St. Louis, has been elected secretary of the Junior Advertising Club of St. Louis.

CARTER RINGLEP, formerly of KMBC, Kansas City, has been named manager of the St. Louis office of Radio Sales.

HALE BONDURANT, sales manager of WHO, Des Moines, has been named to the advisory committee of the local Better Business Bureau.

BADEN POWELL, executive assistant of KTRH, Houston, has rejoined the staff after serving in the Army.

JOHN A. MIGUEL Jr., since 1938 assistant manager of radio and phonograph sales of the international division of RCA Mfg. Co., has been promoted to manager of the department, succeeding J. M. Regottaz.

SANDY GUYER has been promoted to commercial manager of WBTM, Danville, Va., succeeding John M. Croft.

WAYNE WELCH, promotion manager of KSO-KRNT, Des Moines, is in Iowa Methodist Hospital suffering from an infected foot.

GEORGE ALLEN of the sales promotion department of WOR, New York, is back on the job after a two-week absence due to an injured leg.

GEORGE ARKEDIS, formerly of Pedlar & Ryan, has joined the New York sales staff of Joseph Hershey McGillvra, station representative.

SAMUEL CHOTZINOFF, director of NBC's music division, has been appointed by President Roosevelt as a member of the advisory committee of music to assist the State Dept. in its program of cultural relations between the American republics.

FREDERICK LEUSCHNER, RCA-NBC Hollywood attorney, is recovering from an illness which has confined him to his home for more than a month.

GEORGE GRANT, of the local sales staff of WBBM, Chicago, is the father of a girl, Barbara Sue, born Oct. 27.

G. L. WINTERS, formerly of WGOV, Valdosta, Ga., has joined WGBR, Goldsboro, N. C., as general manager, succeeding A. T. Hawkins who remains as WGBR president.

GEORGE A. LANDRY, manager of the central office division of the Hawthorne Works of Western Electric Co. at Chicago, has been named head of the staff branch of the production division of the Office of Production Management, according to an Oct. 27 announcement by William H. Harrison, director of the OPM production division.

Stone Heads KROC

WALLACE E. STONE, who in July resigned as commercial and program manager of WDGY, Minneapolis, has been named station director of KROC, Rochester, Minn., it was announced last Monday by Gregory Gentling, president of the station. Active in radio since 1928, Mr. Stone has been associated with WCCO, Mineapolis, KSOO-KELO, Sioux Falls, S. D., and with Critchfield-Graves and McCord advertising agencies. Since leaving WDGY he has been vacationing in Colorado.

Rambeau on Coast

FRED L. ALLEN, formerly account executive of Raymond R. Morgan Co., Hollywood agency, and prior to that commercial manager of KLZ, Denver, has been appointed West Coast manager of Wm. G. Rambeau Co., station representatives, and is establishing offices at 1651 Cosmo St., in the former city. Firm has been appointed to represent KJBS, San Francisco; KFOX, Long Beach, Cal., and KFWB, Hollywood.

Who Leads
the
PARADE OF PROGRAMS
in the
TENNESSEE VALLEY?
•
WAPO
with
KAY KYSER
FRANK FAY
KALTENBORN
RUDY VALLEE
FRED WARING
LUM & ABNER
EDDIE CANTOR
JUST PLAIN BILL
TREASURY HOUR
MRS. ROOSEVELT
COLLEGE HUMOR
MARCH OF TIME
TELEPHONE HOUR
BURNS AND ALLEN
REVEILLE ROUNDUP
LINCOLN HIGHWAY
JOHN'S OTHER WIFE
DR. PEPPER PARADE
FITCH BAND WAGON
LIGHT OF THE WORLD
INFORMATION PLEASE
MR. DISTRICT ATTORNEY
FIBBER McGEE AND MOLLY
WE'RE FIVE IN THE FAMILY
•
5000 Watts-1150 kc.
NBC Red and Blue
•
National Representatives
Headley-Reed Co.

WAPO
Chattanooga, Tenn.

BEHIND the MIKE

JOHN CHARLES DALY, CBS special events anouncer, has been named news reporter on the CBS evening program *The World Today*, replacing Bob Trout, who recently went to London to fill in as the CBS European news chief during a vacation of Edward R. Murrow.

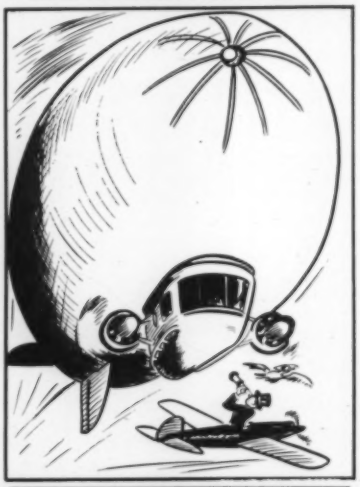
DALE CARTER, former Broadway actress, has joined WBTM, Danville, Va., as women's commentator and editor. Kerr Davies has been added to the WBTM continuity department.

W. P. HEFFERNAN, program director of WBTM, Danville, Va., and director of the local American Legion Forty and Eight band, recently was honored with receipt of the state championship trophy.

ED BRADY, formerly KVOD, Denver, announcer, has joined KOA, that city, in a similar capacity, and replaces Dave Vaile, now with KFRC, San Francisco. Bob Kerschner, of KOA guest relations staff, has resigned to accept a Government position at Rock Island, Ill. His duties have been taken over by William St. John, new to radio.

ED ALLEN, formerly of WIBG, Philadelphia, has joined the announcing staff of WFPG, Atlantic City. Bob Carlyle, WFPG announcer, has returned to work after a serious illness. Allyn Brook announcer, is to be enlisted for military training in January.

IT'S BIG!



The MAGIC CIRCLE

5,000
richly laden watts, night and day, serving the Magic Circle, the richest and most populous area in all the southeast!

Columbia Broadcasting System affiliate

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY · CO., NAT. REP.

Pigs Is —

WLW claims to be the Nation's Station and Boss Johnston is livestock and poultry reporter. Both were sold last week—and at a livestock sale at that. For "WLW" and "Boss Johnston" are big Poland China hogs raised by Earl Harper, a Washington Court House, O., breeder. "Boss Johnston" drew the highest price at the sale but both hogs claim as their sire the Grand Champion Boar of the Poland China Hogs shown at the Ohio State Fair last year, by Mr. Harper. Said Livestock Commentator Johnston: "Folks have named their children, dogs, and guns after me but this is the first time anyone has gone so far as to give my name to a hog."

LOU EMM, formerly of WSPD and WLOK, has joined WHIO, Dayton. George Lummis, freelancer, has joined the WHIO continuity staff.

ROBERT J. STEVENSON, formerly of WNBF, Binghamton, N. Y., and WHN, New York, has joined the announcing staff of WGY, Schenectady.

BOB YOUNG, on active duty with the Army as a first lieutenant, on Nov. 6 is to return to the announcing staff of KOA, Denver. Bob Kerschner, of the KOA guest relations staff, has resigned to accept a Government position at Rock Island, Ill. He is succeeded by William St. John. Ed Brady, formerly of KVOD, Denver, has joined the KOA announcing staff, succeeding Dave Vaile, now of KFRC, San Francisco.

BOB HILLE, announcer of KXOK, St. Louis, has been granted a leave of absence to enlist in the Army.

CHUCK HARRISON, staff announcer of WHBF, Rock Island, Ill., has received his pilot's license after completing a civilian pilot's training course at the Moline Airport.

BEN KIRK, announcer of WAJR, Morgantown, W. Va., is the father of a girl born Oct. 26.

ALAN FISHBURN, director of NBC *Flying Patrol* serial, married Geraldine Kay, New York radio actress, on Oct. 23.

BILL DUNN, in charge of news for CBS in the Far East out of Manila, is now on tour of Asiatic capitals reporting news on the CBS early morning news roundup each week.

FRED WOOD, former announcer of WIP, Philadelphia, was married late in October to Helen Jottros while in Daytona Beach, Fla., where he is recuperating from a recent illness.

LEONARD GROSS, formerly of the guest relations staff of KPO-KGO, San Francisco, has been named assistant to Jennings Pierce, public service program director of NBC's western division.

FRED BRIGGS, program director of KYA, San Francisco, has resigned to join KSFO, San Francisco as announcer.

BILL SELAH, formerly of KMMJ, KFEQ and KFNF, has joined the announcing staff of KFBI, Wichita, Kan.

HERB PLAMBECK, farm news editor of WHO, Des Moines, presided at a Nov. 1 dinner meeting for judges and contestants at which preparations for the WHO Corn Belt Plowing contests were set. Mr. Plambeck also judged the parade at Iowa's cornhusking contest, held Oct. 30 near Hartley, Ia. He was to attend the national cornhusking contest Nov. 3 near Titonka, Ill.

JACK KERRIGAN, announcer of WHO, Des Moines, has been promoted to production manager, with Kenneth Gfeller the new continuity director of the station. Bobby Griffith, veteran WHO announcer, has been named supervisor of announcers, succeeding Capt. Ernie Sanders, now on active duty with the Army.

TOM McKNIGHT, Hollywood radio producer, has been assigned to the weekly CBS holiday season series, featuring Shirley Temple, which starts Dec. 5 under sponsorship of Elgin National Watch Co. Series will replace for four weeks only *Hollywood Premiere*, sponsored by Lever Bros. (Lifebuoy). Miss Temple is reportedly receiving $50,000 for the four appearances which mark the first time she has accepted a contract for more than one broadcast. Deal was set by Wm. Esty & Co., New York.

BERNICE LAWRENCE, formerly secretary to Arthur B. Church, head of KMBC, Kansas City, has joined the NBC Hollywood production department.

BING CROSBY, Hollywood star of the weekly NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co., on Oct. 30 returned to the show after an absence of 13 weeks.

JOE PARKER, NBC Hollywood producer, and Vida Hunter, of that city, were married in Yuma, Ariz., Oct. 11, it was recently revealed.

RUSS CARRIER has joined the announcing staff of CKX, Brandon, Man. He started with CKBI, Prince Albert, Sask., has also been at CFQC, Saskatoon, Sask.; CJGX, Yorkton, Sask.; and CKY, Winnipeg.

D. R. P. COATS, veteran Canadian broadcasting personality who has been before the microphone since 1921, has left CKY, Winnipeg, to join the Royal Canadian Air Force in an administrative capacity. He is succeeded in the CKY public relations department by W. Carpenter.

CLETE ROBERTS, KMPC Beverly Hills, Cal., program director, has returned after a recent attack of influenza.

PAUL WEST, formerly KSFO, San Francisco, continuity director, has joined the CBS Hollywood staff as writer, and been assigned to the weekly *Hollywood Showcase*, sponsored by Richard Hudnut Inc. (cosmetics).

WILLIAM SENER, formerly of WSUI, Iowa City, Ia., has joined Radio Council of the Chicago Public Schools as assistant traffic manager.

ROGER (Dutch) UNDERHILL, former sportscaster of WOC, Davenport, Ia., has joined the announcing staff of WISN, Milwaukee, and will broadcast all remaining games on the Marquette football schedule.

ZEB LEE, formerly of WISE, Asheville, N. C., has joined the announcing staff of WPTF, Raleigh.

DON HART, formerly of WJJD, Chicago, and WMFF, Plattsburg, N. Y., has been named chief announcer of WSNJ, Bridgeton, N. J.

WCKY The L. B. Wilson Station
CINCINNATI • 50,000 watts • CBS
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Meet the LADIES

MONICA MUGAN

BEDTIME stories from the pages of Homer and Aristophanes; primitive living in outpost towns of Canada's far north; at least two deeds of heroism; a first-class teacher's certificate from the province of Saskatchewan; and enterprise in radio contribute to the character of diminutive Monica Mugan, heard each week day morning on CBL, Toronto. *At Monica Mugan's*, written and talked by Miss Mugan, women whose interests are broad and alert find stimulus and bright informative talk.

Monica Mugan came to Toronto and CBC five years ago, after serving a radio apprenticeship at CFAC, Calgary, Alta., which she joined in 1930, when that station boasted a personnel of three. For three years she wrote continuity and scripts, acted in plays, broadcast news, sang, played the piano, and directed commercial programs, a pinch-hitting regime that has given her a good sense of values and sound radio knowledge. Born in 1906 in Winnipeg, she learned her classics from her father, a medical doctor, and learned to act with her brothers and sisters under the direction of her mother.

GEORGE COMTE, announcer of WTMJ, Milwaukee, has been signed as commentator for the six concerts of the Wisconsin Symphony.

G. E. (Ted) KNAPP Jr., newest member of the announcing staff of KTRH, Houston, claims to be the tallest mike artist in the business. He stands 6 feet, 7 inches.

CHARLES POINTEL, formerly program director of WFIG, Sumter, S. C., has joined WRDW, Augusta, Ga., as publicity director and special events announcer.

GLENN ADAMS, announcer of WIS, Columbia, has been assigned the leading role in the local Town Theatre group's play, "The Man Who Came to Dinner."

BILLY MAC, formerly of WJMA, Covington, Va., has joined the announcing staff of WBML, Macon, Ga.

TOM SWAFFORD, a student under Marvin Young in the NBC production department, Los Angeles, has been named program director of KGBS, Harlingen, Tex. Don Phillips, formerly of WACO, Waco, Tex., has joined the KGBS announcing staff.

JACK RUTLEDGE, managing editor of the *Valley Morning Star*, Harlingen, Tex., has been appointed news editor of KGBS, Harlingen.

CHARLES STONE, program director of WMBR, Jacksonville, Fla., in recognition of his five years of service to the station, was awarded an all expense trip to New York by WMBR. Glenn Marshall, secretary-treasurer of WMBR, accompanied Mr. Stone.

VINCENT PALMERI, continuity director of WELI, New Haven, is the father of a 9-pound boy born Oct. 16.

BILL MACK, announcer of KDRO, Sedalia, Mo., is in Chicago awaiting induction into the Army Nov. 17.

JACK GREGSON, announcer of KSFO, San Francisco, recently resigned to go to Hollywood.

FRANK J. McGLOGAN, formerly of KSTP, St. Paul, on Nov. 1 joined the announcing staff of WJR, Detroit.

ROD HOLMGREN, news editor for WOI, Ames, Iowa State College Station, joined the news staff of KSO-KRNT, Des Moines, Nov. 1.

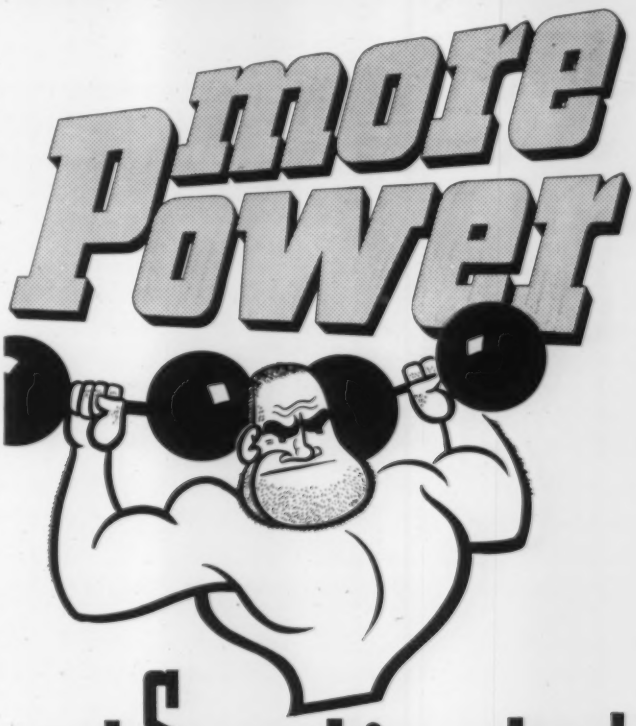
JOHN RUSTAD, announcer of KSTP, St. Paul, has returned to the station after a nine-month tour of duty with the Army. Sergeant Rustad was released from further training under the over-28 age regulations.

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS *Directional*

OVER METROPOLITAN NEW YORK



and Something else!

A recent 500% increase in nighttime power, together with a new directional antenna for higher efficiency **where it counts** . . . plus the unquestioned appeal of top-flight NBC Red Network shows . . . makes KDYL a **natural** for anyone selling in the Intermountain Market.

Here are approximately 785,000 people with money to spend—and a "yen" to listen to The Popular Station . . .

KDYL

THE POPULAR STATION

NBC RED NETWORK

JOHN BLAIR & COMPANY National Representatives

SALT LAKE CITY

WBT
50,000 WATTS
CHARLOTTE
CBS
The station an audience built

BETTY WELLS, director of women's affairs of KSO-KRNT, Des Moines, Iowa, is writing a column for *Better Homes & Gardens* Magazine.

ROY WEINEDEL, formerly of WSKB, McComb, Miss., and KXOX, Sweetwater, Tex., has joined the announcing staff of WSLI, Jackson, Miss.

ARTHUR D. HOWDEN SMITH, author and freelance writer, has joined NBC to handle special assignments in writing and public relations.

JIM BRETT, 18-year-old member of International News Service, San Francisco staff, is featured in a weekly quarter-hour on KROW, doing commentary on high school athletics.

EDDIE FIRESTONE Jr., radio actor and Northwestern U student, is legally changing his name to Joey Brewster, the character he plays in *That Brewster Boy*, sponsored by Quaker Oats on NBC-Red.

BILL KASS, former continuity writer of WBBM, Chicago, and co-author of CBS *Meet Mr. Meek*, has been inducted into the Army and stationed with the Third Battalion at Camp Wheeler, Ga.

JOHN MIDGELY, continuity edtior of WCBS, Springfield, Ill., has been called to military service on Nov. 13.

GUY SAVAGE, announcer of WGN, Chicago, is the father of a boy, Jack Eaton, born Oct. 22, in Evanston, Ill.

PHILIP WARNER, for 10 years staff pianist of WCFL, Chicago, has composed a symphony titled "Sinfonietta", first movement of which will be played Nov. 4 when Stokowski makes his first appearance as guest conductor of the NBC Symphony Orchestra. Mr. Warner's composition is the first of several new works by American composers which will be presented.

JOHN D. BOWLS of the transcription production staff of NBC, Chicago, has enlisted in the Navy, Intelligence Division, and will be stationed in New Hampshire. He is succeeded in Chicago by Robert D. Lamb of the NBC guide staff.

J. Struthers Dunn

J. STRUTHERS DUNN, founder of Struthers Dunn Inc., Philadelphia, manufacturers of Dunco relays and timing devices, died Oct. 11 after a long illness. Mr. Dunn had not been active in the business for several years. Present management of the company remains unchanged.

ELMER has located his rowboat. Elmer is the Elmer Curtis, noon news announcer of WIBW, Topeka. The rowboat was torn from its moorings during high water on the Kaw River so Elmer announced that several bottles of his sponsor's product—catsup—would be awarded to anyone finding the boat. Shown is the payoff on the left, Elmer with the reward, M. E. McCoy, who found the boat (and lost his the same day) and in the boat, Ole Livgren, accordionist of the station, and the Shepherd of the Hills, baritone cowboy. The latter are ready to go duck hunting.

CBC Pact With Staff

CONCLUSION of an agreement between the management of the Canadian Broadcasting Corp. and representatives of CBC employes was announced Oct. 24 at Ottawa. The agreement provides for organization of staff councils at CBS operating points (Ottawa, Montreal, Halifax, Toronto, Quebec, Chicoutimi, Sackville, Winnipeg, Watrous, Vancouver) which will include all members of the staff except heads of divisions and members of the administration. The agreement also provides machinery for settlement of staff problems and for a meeting at least once a year at which all local staff councils will be represented to consider problems of employees throughout the country. CBC employes may join unions, but the status of the CBC prevents it from bargaining with unions as such.

CFRC, Kingston, Ont., will change its call letters to CKWS on Jan. 1, 1942, when it will start operating with 1 kw. on 960 kc.

Staff Members Named By WCRS, Greenwood

STAFF of the new WCRS, Greenwood, S. C., which went into operation last Sept. 1 has been announced by the station to include Dan Crosland, formerly of WFBC and WMRC, both in Greenville, S. C., as general manager; W. D. Davis, previously connected with a local newspaper, sales manager; Newton S. Smyth, from WRNL, Richmond, Va., production and program department; Fred U. Wamble, formerly of WSPA, WORD, WTAL and WHBB, chief engineer.

WCRS, an NBC-Red station, is owned by Grenco Inc., which was authorized for construction in January of 1940. Station is RCA equipped throughout and music is obtained from Standard Radio. Studios are located on Wilson St., just west of Lander College.

Ziemer Joins WLW

GREGOR ZIEMER, formerly business manager of the American School in Berlin, on Nov. 3 joined the staff of WLW, Cincinnati, as commentator on foreign affairs. Mr. Ziemer is a graduate of the U of Illinois and U of Michigan and with his family has traveled extensively during the last 12 years including trips through Nazi-dominated nations. Mr. Ziemer's 14-year old daughter, Patsy, is author of the book "Two Thousand & Ten Days With Hitler" which is soon to be joined by her father's "Education For Death".

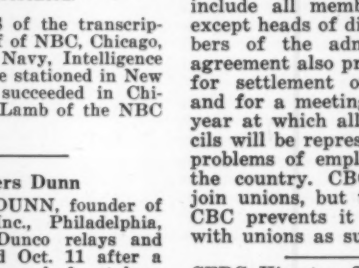
Fred Dodge to WBAL

FRED DODGE, New York-Philadelphia liaison of Ward Wheelock Co., advertising agency, has resigned to join WBAL, Baltimore, as production manager. He succeeds Harold Azine, who has joined the public relations division of the Marine Corps. Dodge originally entered radio via the agency field, later becoming assistant manager of WFIL, Philadelphia.

In the Groove

SEVERE rebuke was recently tendered Dave Fulton, early morning announcer of WCHS, Charleston, by transcription when he set a quarter-hour recorded show in motion. Just as he was stepping into the control room, the disc got hung in a groove and the continuity of the disc began repeating, "Take the record off, you fool."

Here They Are Again!
Those Aristocrats of the Range
THE SONS OF THE PIONEERS



With Their SYMPHONIES OF THE SAGE *200 New Tunes*
Produced and Distributed By
ROY ROGERS, INC., HOLLYWOOD, CAL.

WJHP
NBC BLUE - MUTUAL
There's been something added here! Now MUTUAL and BLUE assures a plus audience all the time.
JACKSONVILLE WJHP FLA.

Studio Notes

WFBL, Syracuse, was scheduled to move its commercial department into the station's new building about Nov. 1. Meantime the commercial offices have been maintained in an adjoining vacant store building.

WHO, Des Moines, was host to master plowmen of Iowa, Missouri and Illinois at a special luncheon Nov. 1 when color motion pictures of the recent WHO Corn Belt Plowing Contest were shown. In the evening the party was guests at the Saturday night broadcast of WHO's *Iowa Barn Dance Frolic*.

KXOK, St. Louis, due to the increasing interest in current events, has rearranged its news schedule to include 108 news periods per week totaling 23 hours and 50 minutes. In addition 25 newscasts are broadcast to the four first-run theatres in St. Louis.

WNBZ, Saranac Lake, N. Y., recently celebrated the 12th anniversary of its original quiz show, *The Experts Table*, sponsored by Edelsburg Inc., local furrier. Program brings prominent local citizens to the microphone who pit their wits against those of the radio audience. This summer, WMFF, Plattsburg, N. Y., joined WNBZ in carrying the broadcasts.

WBML, Macon, Ga., on Oct. 15 observed its first anniversary with a series of special programs, starting with a past-midnight DX show put on by WBML engineers and highlighting a half-hour feature the following evening on which were presented members of the station staff and local civic leaders.

WEBC, Duluth, under the direction of Don McCall, station program director, on Nov. 3 begins *Cornsapoppin*, barn dance program using staff and regional talent. Eventually the troupe will tour Northern Minnesota and Wisconsin, originating each broadcast from a different town.

WITH, Baltimore, on Nov. 3 starts as a regular weekly feature 55-minute Monday afternoon broadcasts of concerts by the WPA Concert Orchestra, under direction of Emile Oden'hal, originating in the Garden Court of the Baltimore Museum of Art.

WJR, Detroit, on Oct. 26 observed the 10th anniversary of *Mother's Album*, music and poetry feature, with a special half-hour program featuring an augmented studio orchestra and readings by Duncan Moore, veteran WJR commentator. The program, heard Sundays, 12:30-12:45 p.m., has been endowed by G. A. Richards, WJR president, as a tribute to his own mother.

ROCKY MOUNTAIN Radio Council's weekly presentation of *Journey Behind the News* on KOA, Denver, has been designated by school officials as required listening for 13,441 students in 404 schools in Colorado and the seven surrounding states. Broadcast, now in its fourth year, is conducted by Dr. Ben M. Cherrington, director of the foundation, and formerly associated with the Department of State.

WTAG, Worcester, Mass., was on the spot with a remote broadcast from Fitchburg, Mass., Oct. 24 just two hours after the kidnaping of eight-weeks-old Kenneth MacLean. Programs were conducted from Fitchburg until the solving of the case the following day. WTAG'S mobile unit then sped to Sturbridge, Mass., for ceremonies in connection with the dedication of the city's defense center by Gov. Leverett M. Saltonstall and other ranking officials.

KYA, San Francisco, has exclusive broadcast rights to all pro football games originating in Seals Stadium.

KIRO, Seattle, recently observed its sixth anniversary with a dinner and party for the staff at the new 50-kw. transmitter plant on Vashon Island in Puget Sound.

WWNY, Watertown, N. Y., is broadcasting twice-weekly direct from Madison Barracks, New York. One program consists of organ recitals from a newly erected chapel, the other, from the Post theatre, is devoted to the station complement band and orchestra. In addition a daily news roundup of social activities for soldiers in surrounding towns is given daily, 6:45-7 a.m.

WGRC, Louisville, celebrated its fifth birthday with a special 15-minute program Oct. 23. Principal speaker was Charles Lee Harris, vice-president and business manager, whose father, the late Arthur L. Harris, founded the station.

WDRC, Hartford, has begun its fifth year of broadcasting *The Main Street, Hartford*, a man-on-the-street interview show. Ray Barrett, chief announcer, has been on the program since its start and Howard's Cleaners of Hartford, the original sponsors, still present the program.

Up and Down

THE STAFF of KSTP, St. Paul, is protected against any undue rise in living costs through a sliding pay scale recently inaugurated by the station. Under the plan workers' base pay will be increased or decreased every two weeks, according to the latest Labor Department cost of living statistics. First pay check of staff members, following introduction of the plan, will be increased 6.9%. In no case will any of the workers' pay be dropped below the original base received before the new plan started. The 1935-39 living cost average is figured as the base of 100.

WGEO, Schenectady, GE shortwave station, is expanding its programs to include 15 minutes of news in Czech six days a week. Other news programs are presented in Spanish, Portuguese, French, and Greek.

Price Talk Sponsored

CANADIAN Department of Labor, Ottawa, used a one-time paid network broadcast in the form of a 25-minute question and answer program to outline the new wartime Stabilization of Wages & Prices which goes into effect Nov. 15. The broadcast took place Oct. 29 on 48 stations including a repeat for the Pacific coast and French version for the stations in Quebec province. Account was placed by Walsh Adv. Co., Windsor, Ont.

Meade to Paramount

IN ACCORD with plans to use radio more extensively for film exploitation, Paramount Pictures, Hollywood, is expanding the radio division of its studio publicity department and has added Robert J. Meade to the staff. He is in charge of studio news contact with networks and local stations, working under direction of Robert Hussey, head of Paramount's radio division. Meade one time was on the Hollywood staff of J. Walter Thompson Co.

San Franciscans are staying awake these nights!

Something has been happening to San Franciscans' sleeping habits! (Their radio listening habits, too.) It's not a revival of the Barbary Coast that's causing the change—but a KSFO local program . . . the late evening broadcast of WILLIAM WINTER—KSFO'S BRILLIANT NEWS ANALYST!

Winter's keen, penetrating interpretation of the news has caught Northern California's favor . . . literally changed it's sleeping habits! At 10:15 p. m. (until recently not considered "peak time" in West Coast radio) Winter's broadcast commands 50% more listeners than the other three network stations combined!

We knew we had picked another winner—even before C. E. Hooper gave us the statistical facts. Not that we're immodest, but KSFO has a knack for picking shows that catch the local favor. And build big audiences. Making radio even more effective for KSFO advertisers.

A CBS STATION • SAN FRANCISCO KSFO

National Representatives: Edward Petry & Co., Inc.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA-WBAP, Dallas-Ft Worth

Gulf Brewing Co., Houston (Beer), 260 15-min. *sp*, thru Rogers Gano Adv. Agency, Inc., Houston.
Vick Chemical Co., Greensboro, N. C., 78 *sp*, 60 *sa*, thru Morse International, N. Y.
Bathasweet Corp., New York (bath salts, soap), 104 *sp*, thru H. M. Kiesewetter Agency, N. Y.
Planters Nut & Chocolate Co., Wilkes-Barre, Pa. (peanuts), 260 *sp*, thru Goodkind, Joice & Morgan, Chicago.
J. A. Folger & Co., San Francisco (coffee), 260 *t*, thru Lord & Thomas, Chicago.
Quaker Oats Co., Chicago (cereal), 130 *t*, thru Ruthrauff & Ryan, Chicago.
Lehn & Fink Products Co., New York (lotion), 26 *ta*, thru Wm. Esty & Co., N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem), 156 *ta*, thru Joseph Katz Co., Baltimore.
Chamberlain Sales Corp., Des Moines (lotion), 78 *sa*, thru Cary-Ainsworth, Des Moines.
Peter Paul Inc., Naugatuck, Conn. (confections), 39 *sa*, thru Platt-Forbes, N. Y.

WSPD, Toledo

H. Fendrich Inc., Evansville, Ind. (cigars), 3 *sp* weekly, thru Ruthrauff & Ryan, Chicago.
American Cigarette & Cigar Co., New York (Pall Mall), 63 *ta*, thru Ruthrauff & Ryan, N. Y.
Purity Bakers Service Corp., New York, 39 *sp*, thru Campbell-Ewald Co. of N. Y.
Manhattan Soap Co., New York, 36 *sa*, 39 *sp*, thru Franklin Bruck Adv. Corp., N. Y.
Foster-Milburn Co., Buffalo (Doan's), 2 *ta* weekly, 52 weeks, thru Spot Broadcasting, N. Y.
John F. Jelke Co., New York (Good Luck margarine), 117 *t*, thru Young & Rubicam, N. Y.
Owens-Illinois Glass Co., Toledo, 60 *ta*, thru D'Arcy Adv. Co., St. Louis.
General Foods, New York (Wheatmeal), 40 *ta*, thru Young & Rubicam, N. Y.

KPO, San Francisco

Durkee Famous Foods, Oakland, Cal. (Troco), 2 *sa* weekly, thru Emil Reinhardt, Oakland.
South Coast Fisheries, Wilmington, Cal. (Top Form Cat Food), 2 *sa* weekly, thru Barton A. Stebbins, Los Angeles.
Campbell Cereal Co., Northfield, Minn. (Malto-Meal), 5 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Beaumont Labs., St. Louis 4-Way cold tablets), 5 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Seeck & Kade, New York (Pertussin), 5 *sa* weekly, thru Erwin, Wasey & Co., N. Y.
Quaker State Oil Refining Corp., Oil City, Pa. (Quaker State oil), 3 *sa* weekly, thru Kenyon & Eckhardt, N. Y.

KSL, Salt Lake City

General Mills, Minneapolis, 165 *t*, thru Westo Adv. Agency, San Francisco.
General Foods, New York (Wheatmeal), 52 *sa*, thru Young & Rubicam, N. Y.
Luden's Inc., Reading, Pa., 89 *sa*, thru J. M. Mathes Inc., N Y.
Kellogg Co., Battle Creek (All-Bran), 150 *sa*, thru Kenyon & Eckhardt, N. Y.

WJZ, New York

Ward Baking Co., New York (Tip-Top Bread), 5 *sp* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.

WEAF, New York

Beaumont Labs., St. Louis (4-Way cold tablets), 3 *sp* weekly, thru H. W. Kastor & Sons, Chicago.

WABC, New York

Drezma Inc., New York (cosmetics), 5 *sp* weekly, thru Blaine-Thompson Co., N. Y.

KARK, Little Rock, Ark.

Allcock Mfg. Co., New York (porous plaster), 52 *ta*, thru Small & Seiffer, N. Y.
Plough, Inc., Memphis (proprietary), 364 *ta*, thru Lake-Spiro-Shurman, Memphis.
Knox Co., Los Angeles (Cystex), 13 *ta*, thru Barton A. Stebbins Adv., Los Angeles.
National Toilet Co., Paris, Tenn. (cosmetics), 50 *ta*, thru Roche, Williams & Cunnyngham, Chicago.
H. C. Cole Milling Co., Chester, Ill. (Omega flour), 450 *ta*, thru J. Walter Thompson Co., Chicago.
Chamberlain Sales Corp., Des Moines (cosmetics), 78 *sa*, thru Cary-Ainsworth, Des Moines.
National Biscuit Co., New York, 50 *ta*, thru McCann-Erickson, N. Y.
Humko Co., Memphis (shortening), 52 *sp*, thru Simon & Gwynn, Memphis.
Beeman's Laboratory, Atlanta (proprietary), 130 *sa*, thru Harvey-Massengale Co., Atlanta.
Simoniz Co., Chicago, 13 *sa*, thru George H. Hartman Co., Chicago.
American Snuff Co., Kansas City, 260 *sp*, thru Simon Gwynn, Memphis.

WFIL, Philadelphia

Hills Bros., San Francisco (coffee), 108 *ta*, thru N. W. Ayer & Son, N. Y.
Carter Products, New York (Arrid), 5 *sa* weekly, thru Small & Seiffer, N. Y.
American Pop Corn Co., Sioux City, Ia., 5 *sa* weekly, thru Buchanan-Thomas, Omaha.
Brookside Distilling Products Corp., Scranton, Pa. (wines), 5 *ta* weekly, thru Aaron & Brown, Philadelphia.
Yager Liniment Co., Baltimore (liniment), 6 *sa* weekly, thru Harvey-Massengale Co., Durham, N. C.
Knox Co., Los Angeles (Cystex), *t* weekly, thru Barton A. Stebbins, Los Angeles.

WBAX, Wilkes-Barre, Pa.

P. Ballantine & Sons, Newark (beer), weekly *sp*, thru J. Walter Thompson Co., N. Y.
Bayuk Cigars, Philadelphia, 200 *sp*, thru Ivey & Ellington, Phila.
Block Drug Co., Jersey City (Gold Medal capsules), 624 *sa*, thru Raymond Spector Inc., N. Y.
K. Arakelian Inc., New York (wine), 81 *sp*, thru Adrian Bauer Adv. Agency, Phila.
Utilities Engineering Institute, Chicago, 13 *sp*, thru First United Broadcasters, Chicago.

CFRN, Edmonton, Alta.

Canada Starch Co., Toronto (corn syrup), 3 *t* weekly, thru Vickers & Benson, Toronto.
Dr. Bell Wonder Medicine Co., Kingston, Ont., 3 *t* weekly, thru Dominion Broadcasting Co., Toronto.
Quaker Oats Co., Peterborough, Ont. (cereal), 5 *t* weekly, thru Lord & Thomas of Canada, Toronto.
Longines-Wittnauer Co. of Canada, Montreal (watches), *t* weekly, thru Russell T. Kelley Ltd., Montreal.

WLS, Chicago

Quaker Oats Co., Chicago (Ful-O-Pep Poultry Feeds), 13 *sp*, 26 *sp*, thru Sherman & Marquette, Chicago.
Sterling Insurance Co., Chicago, 130 *sp*, thru Neal Adv., Chicago.
Pierce's Proprietaries Inc., Buffalo (Dr. Pierce's Golden Medical Discovery), 330 *sa*, thru H. W. Kastor & Sons, Chicago.
Chris Hansen's Labs., Little Falls, N. Y. (Junket-Quick Fudge), 39 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
American Chicle Co., Long Island City, N. Y., 78 *sa*, thru Grant Adv., Chicago.
Peter Paul Inc., Naugatuck, Conn. (candy), 260 *sa* thru Platt-Forbes, N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (Laxative Senna), 260 *sp*, thru Sherman & Marquette, Chicago.
Vick Chemical Co., Greensboro, N. C. (cold remedy), 39 *sa*, thru Morse International, N. Y.
Seeck & Kade, New York (Pertussin), 156 *sa*, thru Erwin, Wasey & Co., N. Y.
Little Crow Milling Co., Warsaw, Ind. (Coco-Wheats), 6 *sp* weekly, thru Rogers & Smith, Chicago.

WHO, Des Moines

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 230 *sa*, thru H. W. Kastor & Sons, Chicago.
Owens-Illinois Glass Co., Toledo, 100 *ta*, thru D'Arcy Adv. Co., St. Louis.
McConnon & Co., Winona, Minn., 26 *sp*, thru Cramer-Krasselt, Milwaukee.
Seeck & Kade, New York (Pertussin), 130 *sa*, thru Erwin, Wasey & Co., N. Y.
Consolidated Cigar Corp., New York (Harvester cigars), 39 *t*, thru Erwin, Wasey & Co., N. Y.
American Cramberry Exchange, New York, 52 *sa*, thru BBDO, N. Y.
William H. Wise Co., New York (books), 6 *t* weekly, Northwest Radio Adv. Co., N. Y.
General Foods, New York (Wheatmeal), 40 *sa*, thru Young & Rubicam, N. Y.

WCAE, Pittsburgh

Pinex Co., Chicago (propietary), *sa* series, thru Russel M. Seeds Co., Chicago.
Owens-Illinois Glass Co, Toledo, 100 *ta*, thru D'Arcy Adv. Co., St. Louis.
Yager Liniment Co., Baltimore, 48 *sa*, thru Harvey-Massengale Co., Atlanta.
Long Island Vegetable Institute, New York (cauliflower), 6 *sa*, thru Paris & Peart, N. Y.

WHIO, Dayton, O.

Continental Baking Co., New York (certified bread), 5 *sp* weekly, thru Ted Bates Inc., N. Y.
Bond Stores, New York, 5 *sp* weekly, thru Neff-Rogow, N. Y.
Consolidated Cigar Corp., New York, 78 *t*, thru Erwin, Wasey & Co., N. Y.

WENR, Chicago

Longines-Wittnauer Watch Co., New York (watches), 66 *t*, 13 weeks, thru Arthur Rosenberg Co., N. Y.
Thos. Leeming & Co., New York (Baume Bengue), 10 *ta* weekly, 25 weeks, thru William Esty & Co., N. Y.

"Only th' other day, it seems, they said to me 'Howdy, stranger!' . . .
BUT since he introduced me around they say 'Hi, Ol' Timer!'"

Pd. Adv.

WLW and OHIO State U Planning Spring Course

JOINT participation of the Ohio department of education, bureau of educational research, radio division, Ohio State U and WLW, Cincinnati, in a projected spring short course of study of practical radio station operation for elementary high school teachers was announced last week.

Idea, evolved by James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, was developed by Kenneth C. Ray, state director of education; Dr. I. Keith Tyler, director of the radio division of the Bureau of Radio Research; Cecil Carmichael, assistant to Mr. Shouse; and William L. Barlow, of the WLW public service staff. Meeting in Columbus recently, the group worked out a comprehensive schedule for a three-day period, June 17-19, 1942, utilizing noted figures in the field of education and department heads of the WLW-WSAI-WLWO organization. The course will encompass four phases: (1) Management and sales problems; (2) program and schedule problems; (3) public service programming and its various aspects; (4) how commercial broadcasting can be utilized in classrooms and what school radio work shops can do to make effective use of the sustaining time available to them.

Newsreel for Television Is Given First Showing

A PREVIEW of a specially edited newsreel for television stations was given recently for the trade press at Photo & Sound, San Francisco transcription firm. Telenews Theater cooperated with the Photo & Sound staff in preparing the film. Narrators were John Tobin and Andy Potter. The film was 16 mm, and runs 10 minutes and 35 seconds.

Four prints were sent to video stations in New York, Chicago and Hollywood. The sample release uses public domain music. If there is an indication the video industry can sustain a weekly release, production will go on a regular basis. A questionnaire showed that 6 out of 10 stations answering use 16 mm. film, with 8 out of 9 interested in monthly or weekly program film service.

Hope Suit Dismissed

INJUNCTION suit of Bob Hope, Hollywood comedian, filed in Los Angeles Superior Court during early October against his gag-writer, Jack Douglas, has been dismissed on grounds that "it was all a misunderstanding". Claiming that he had exclusive contract rights to the writer's gag, Hope sought to restrain Douglas from contributing material to the NBC *Red Skelton & Co.*, sponsored by Brown & Williamson Tobacco Corp. (Raleigh cigarettes). Dismissal of the suit was requested by Hope, thereby making Douglas legally eligible to submit gags to the other program as well as the NBC *Bob Hope Show*, sponsored by Pepsodent Co. (toothpaste).

Radio Advertisers

HUDSON SALES Corp., Los Angeles (new cars), in a five-week Southern California campaign which started Oct. 27 is using daily transcribed one-minute announcements featuring *Knox Manning*, on KNX KECA KMPC KFAC KFVD. In addition thrice-weekly participation in the late evening *Knox Manning News* on KNX, is being utilized. Agency is The Mayers Co., Los Angeles.

DAD'S ROOT BEER Co., Los Angeles, on a 13-week contract which started in mid-October is currently sponsoring a seven-weekly quarter-hour of recorded music on KIEV, Glendale, Cal., and thrice-weekly 15-minute participation in Johnny Olson's *News Ten Club* on KMPC, Beverly Hills, Cal. Agency is Mayers Co., Los Angeles.

BOVRIL (Canada) Ltd., Montreal (food product), has started daily spot announcement campaign on CFRB, Toronto; CKOC, Hamilton, Ont.; CFPL, London, Ont. Account was placed by J. J. Gibbons Ltd., Montreal.

WILSON PACKING Co., Los Angeles (Tender Made ham), through Brisacher, Davis & Staff, that city, on Oct. 27 started for 30 days six weather report announcements daily on KFI. Firm also sponsors daily participation in *Chef Milani* on KMPC, Beverly Hills, Cal.

SEABOARD FINANCE Co., Los Angeles (investments), on Oct. 20 started for 52 weeks a five-weekly quarter-hour transcribed version of the CBS program, *The World Today*, on KNX, Hollywood. George Irwin, of Smith & Bull Adv., Los Angeles, agency servicing the account, edits and announces the series which features on-the-spot commentaries from network news correspondents in all parts of the world.

PHILCO PRODUCTS Ltd., Toronto (radio receivers) on Oct. 24 started a spot announcement campaign on 20 Canadian stations. Account was placed by Hutchins Adv. Co. of Canada, Toronto.

LONGINES-WITTNAUER Co. of Canada, Montreal (watches) has started a Sunday afternoon half-hour transcribed program *World's Most Honored Music* on a number of stations across Canada. Agency is Russel T. Kelly Ltd., Montreal.

HARRY MITCHELL BREWING Co., El Paso, is sponsoring weekly prize fight broadcasts on KROD, El Paso, originating at the local Liberty Hall and handled by Sportscaster Morrison Qualtrough.

IMPERIAL TOBACCO Co., Montreal (Ogden Fine Cut) has started twice-weekly the transcribed *Hoedown for Ogden* on a large number of Canadian stations. Account was placed by Whitehall Broadcasting, Montreal.

SEALY MATTRESS Co., Los Angeles, through Alvin Wilder Adv., that city, on Oct. 26 started sponsoring a weekly quarter-hour commentary, *Layman's Views of the News*, on two Don Lee California stations (KHJ KFRC), Sunday, 9:15-9:30 a.m. (PST). Alvin Wilder is commentator. Contract is for 52 weeks. Firm also sponsors a weekly quarter-hour program of similar title on KECA, Los Angeles, as well as two 15-minute periods of recorded music per week on that station. Expansion to include other West Coast stations is contemplated.

ADLER SHOES for Men, New York (retail), which has been participating on *Here's Morgan* on WOR, New York, on Oct. 27 started a series of one-minute announcements, 14 times weekly for 26 weeks, on WQXR, New York, and may add other stations later. Consolidated Adv. Agency, New York, handles the account.

LETTING THE QUIPS fall where they may, Al Sheehan (left), assistant manager of WCCO, Minneapolis, chats with Clellan Card, of WCCO (center), and Eddie Gallaher, the station's sports announcer. The occasion: Farewell buffet supper for Carl J. Burkland, WCCO sales manager, before he left for New York to take a position with New York Radio Sales.

SAWYER BISCUIT Co., Chicago (cookies and crackers), on Nov. 3 starts quarter-hour *Rhymaster Time* five weekdays for 52 weeks on WGN, Chicago. Agency is George H. Hartman Co., Chicago.

SOCONY-VACUUM OIL Co., New York (Mobiloil, Mobilgas), on Oct. 27 changed the format of its evening news broadcast on WBBM, Chicago, to feature news direct from foreign capitals as gathered at the station's new Listening Post on 1 N. LaSalle St. building. Broadcasts have been shifted from 6 to 10 p.m. (CST). Agency handling the account is J. Stirling Getchell Inc., New York.

LOS ANGELES BREWING Co., Los Angeles, in a one-month Southern California test campaign started Oct. 27 is sponsoring a five-weekly quarter-hour series of recorded dance music on KTMS, Santa Barbara, and 11 spot announcements per week on KFSD, San Diego. Firm uses 50 and 100 spot announcements per week, respectively, on two Mexican stations, XECL, Mexicali, and XEGM, Tiajuana. Expansion of radio schedule to include other California stations is contemplated. Agency is Lockwood-Shackelford Adv. Agency, Los Angeles.

GUARANTY UNION LIFE Insurance Co., Los Angeles, is sponsoring a weekly two-hour program of recorded classical music on KFAC, that city, as well as a quarter-hour broadcast featuring semi-classical numbers two times per week on KECA. Agency is Stodel Adv. Co., Los Angeles.

Only New Orleans Station With . . .

ASCAP AND BMI music

WNOE

New Orleans' Greatest Radio Value

A Mutual Affiliate

KSD

RADIO PIONEERS SINCE 1922

FIRST IN ST. LOUIS In Popular Program Polls

Basic NBC *RED* Network

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

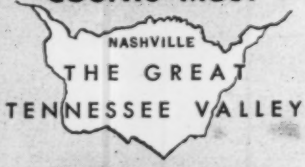
POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

POWER!

—WHERE POWER COUNTS MOST



WLAC

NASHVILLE, TENN.
soon going to
50,000 WATTS

REPRESENTED BY
PAUL H. RAYMER CO.
★
J. T. WARD, Owner
F. C. SOWELL, Manager

GALLO WINE Co., Modesto, Cal. wine), in mid-October. started using on a 5-week basis, seven weekly musical-rhyme transcribed announcements on KGB, San Diego, Cal. Firm also sponsors 30 transcribed testimonial announcements per week on KHJ, Hollywood, and plans expansion of winter radio schedule to include other Southern California stations. Agency is Chas. H. Mayne Co., Los Angeles.

HOROWITZ & MARGARETEN, New York (mazoths), is starting a variety program featuring Harry Hershfield on WHN, New York, to run for 20 weeks beginning Nov. 17, Mondays, 8-8:30 p.m. Advertisers Broadcasting Co., New York, handles the account.

CHARLES GULDEN Inc., New York Gulden's Mustard), using radio on several stations, on Oct. 28 began sponsorship of the *Jewish Amateur Hour* on WBYN, Brooklyn, Tuesday, 8-8:30 p.m. Sponsored locally for the last seven years, the program features Victor Packer, well-known performer of the Jewish stage in the m.c. role. Agency is Chas. W. Hoyt Co., New York.

GREATER NEW YORK BREWERY, for McSorley's ale and its new VX beer, on Oct. 31 started *Here's Looking at New York*, Broadway gossip column with George Jessel, on WEAF, New York, Fridays, 6:45-7 p.m. Agency is Kelly Nason Inc., New York.

TYING in with the current Southern California traffic safety campaign, Ben Hur Products Inc., Los Angeles coffee), on Oct. 26 started sponsoring six safety announcements daily, seven days per week, on KFI, that city. Contract is for 52 weeks. Announcements are directed to pederstrians as well as auto drivers. Firm also participates thrice-weekly in *Homemakers Club* on KHJ, Hollywood, and on Nov. 4 starts six participations per week in *Smile in the Morning* on KMPC, Beverly Hills, Cal. Other West Coast radio is contemplated. Theodore B. Creamer Adv., Los Angeles, has the account.

BLOCK DRUG Co., Jersey City (Stera-Kleen), on Nov. 3 recently started participations on *950 Club* and *Swing Time Review* on WPEN, Philadelphia and on *Musical Clock*, *1 O'Clock Express* and *Pioneer Clipper* on WIP, that city. Company has been on WORL, Boston, for some time. Contracts are for 26 weeks. Agency is Redfield-Johnstone, New York.

Asks Cleveland CP

PAUL C. AIKEN, director of the speakers bureau of the Democratic National Committee during the last presidential election, heads the newly-formed Cleveland Broadcasting Inc., seeking a 5,000-watt full-time station on 1300 kc., in Cleveland. Mr. Aiken who practices as an attorney in Cleveland is 50.13% stockholder while other principals are: Henry G. Tremmel, of the North America Fibre Products Co., 20.67%; Ray T. Miller, Cleveland lawyer, 16.53%; Donald W. Hornbeck, attorney, 6.67%; and Ray T. Lamb, attorney, 2.67%.

KSAM Sale Approved

SALE of KSAM, Huntsville, Tex., for a consideration of $3,500 was authorized last Tuesday when the FCC granted consent to the licensee Sam Houston Broadcasting Co.—a partnership of H. G. Webster, C. N. Shaver and W. Bryan Shaver—to assign the license to W. J. Harpole and J. C. Rothwell. At present Mr. Rothwell is general manager of KSAM while Mr. Harpole is commercial manager of KVIC, Victoria, Tex. Both at one time were part owners of the *Seminole Reporter* of Brady, Tex. KSAM operates on 1490 kc. with 250 watts daytime only.

GEORGE JENNINGS, program director of the Radio Council, Chicago Public Schools, is the author of a vocational monograph titled *The Program Side of Radio* (Bellman Publishing Co., Boston).

Air Force, AFM Settle Differences in Canada

MISUNDERSTANDINGS between the Royal Canadian Air Force and the American Federation of Musicians [BROADCASTING, Oct. 6] have been settled and "our views composed upon all matters" Air Minister C. G. Powers stated in Ottawa following a conference with Walter M. Murdoch, executive officer of the AFM in Canada. The trouble developed after the *Ottawa Journal* reported some weeks ago that no R. C. A. F. band has played on the Canadian Broadcasting Corp. network for some time "because chiefs of the CBC have been threatened indirectly by AFM President Petrillo of Chicago."

Air Minister Powers stated at Ottawa that the policy of using R. C. A. F. bands "in the interests of the armed forces" would be continued. This would eliminate "any suggestions of competition with civilian musicians." "I am satisfied," he said, "that our mutual objective to make the largest possible contribution to our war effort will be the result of our discussions."

Savings Bank Fund

AN APPROPRIATION of $120,000 for radio, $260,000 for newspapers and $20,000 for motion pictures for its first cooperative campaign, was approved by the Savings Bank Assn. of New York, meeting last week at White Sulphur Springs, W. Va. Campaign, to get under way about the first of January, will have a three-fold purpose: To get more people to save and to understand the value of savings now; to emphasize the importance of savings banks in the economic system, and to stimulate public cooperation in the defense savings program. Money will be raised by assessment on the 134 member savings banks in proportion to their individual assets. Ruthrauff & Ryan, New York, was chosen to handle the account.

Food Ads to Expand

ONLY 3 of 51 national advertisers in the food field, who spent some 29 million dollars in 1940, are planning to decrease advertising expenditures next year, according to a survey by *Food Field Reporter*. The survey shows that 26 plan to spend about the same, with the rest increasing their budgets. The advertisers represent about a fourth of the national grocery advertising total.

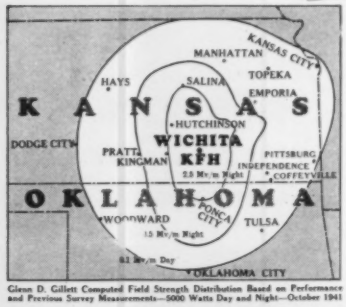
Wichita Business JUMPS 60%!

"Spend advertising dollars where business is booming" is a safe rule for time buyers. The above table lists the top twenty of 147 U. S. trading areas—in terms of percentage of business activity change during the year September 1, 1940—September 1, 1941. Wichita ranks second on this list. Yes, Wichita is booming, and to sell Wichita, you need KFH!

BUSINESS ACTIVITY

(Figures from Brooke, Smith, French & Dorrance, Detroit, survey, "Where's Business", September, 1941.)

Trading Area	Sept. 1, '41	Aug. 1, '41	Sept. 1, '40
San Diego, Calif.	+57	+46	— 8
WICHITA, KANSAS	+39	+38	—21
Macon, Ga.	+50	+28	— 8
Williamsport, Pa.	+32	+23	—24
Buffalo, N.Y.	+23	+13	—31
Flint, Mich.	+35	+26	—18
Louisville, Ky.	+45	+39	— 7
Canton, Ohio	+44	+36	— 6
Akron, Ohio	+38	+30	—12
Mobile, Ala.	+52	+40	+ 3
El Paso, Texas	+41	+34	— 8
Dayton, Ohio	+37	+32	—12
Jackson, Mich.	+31	+21	—18
Toledo, Ohio	+28	+18	—21
Detroit, Mich.	+46	+38	— 2
Rockford, Ill.	+42	+36	— 5
Worcester, Mass.	+35	+28	—12
Abilene, Texas	+43	+36	— 3
Portland, Me.	+18	+12	—28
Norfolk, Va.	+43	+35	— 2



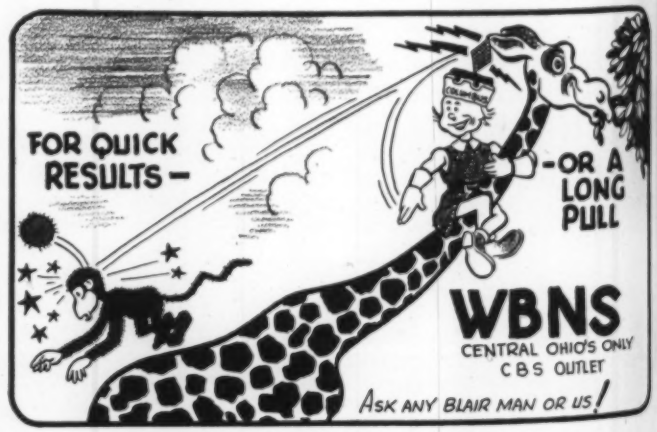
Glenn D. Gillett Computed Field Strength Distribution Based on Performance and Previous Survey Measurements—5000 Watts Day and Night—October 1941

Columbia's Only Full-Time Outlet for Kansas

KFH

WICHITA

CBS • 5000 DAY AND NIGHT • CALL ANY EDWARD PETRY OFFICE



APPETITE for announcers and mikes is evident in the baleful glare of King, the auto riding lion, during a broadcast from the pit of the Motordome at the Winston-Salem Forsyth County Fair, where Rosser Fowlkes, chief announcer and production manager of WAIR, Winston-Salem, handled 23 remotes. Thrill came when the playful kitty came lunging at Fowlkes, only to be beaten off.

Baron's Bark

WLOK, Lima, O., has a new sound effects engineer—Baron, the wire-hair terrier owned by Dick Tinker, local insurance executive. Baron appeared one day recently at WLOK's noon man-on-the-street show, which opens with the ring of a school bell. Ed Braun, handling the show, put the handle of the bell in Baron's mouth, and the pooch performed so noisily that he began to get fan letters. Responding to the listener demand, Baron has become a regular performer on the show, particularly delighting youngsters in the outdoor audience.

Book Plugs on 71

SIMON & SCHUSTER Inc., New York (book—*Your Income Tax*), on Oct. 20 started a campaign on 71 stations. About 100 additional stations will start on Nov. 3. Five and 15-minute periods will be used daily until March 1, according to Edwin A. Kraft, manager of Northwest Radio Advertising Co., agency. The current station list: KFBK KFVD KFYR KGER KHAS KHQ KINY KMJ KMPC WMTR KQV KQW KROC KROW KSL KUJ KVEC KWFT KWJJ KYA WAAT WAGE WAIT WBAL WCAR WCFL WCLE WCPO WDZ WGAR WHAS WHDH WHO WINN WINX WJJD WKRC WKST WKZO WLAW WLOL WMEX WOL WORL WOV WPEN WPRO WTOL WWDC WWSW KSFO WBYN WCBM WCLO WDEL WDGY WDSU WELI WEW WFBM WFMD WHK WIND WING WISN WKBN WLAK WREN WRJN WSOY WSPR.

WFBG
ALTOONA, PA.

- NBC RED AND BLUE
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

Senate Funds Requested For Inquiry Into Plight Of the Small Business

CARRYING a request for a $25,000 allocation from contingent funds of the Senate, Chairman Murray (D-Mont.) last Tuesday introduced in the Senate a resolution presaging the start of hearings by the Senate Small Business Committee. Members of the special Senate group, designated to study the plight of small business in a big business economic world, agreed on the $25,000 figure as a starter for extended hearings to be conducted by the committee. It is understood the initial hearings will not begin until February or March.

Although advertising admittedly is one of the major concerns of the special committee, it has been indicated that first attention will be given to the immediate problems of small business arising out of the defense program, from both competitive and financial angles. It is expected this phase of the committee's investigations will tie in closely with the efforts of the OPM Division of Contract Distribution, headed by Floyd B. Odlum, to secure a greater cut of defense business for smaller manufacturers and subcontractors.

Although nothing definite along advertising lines has developed from the committee's previous studies, confined to surveys conducted by its staff, it has been stated by Chairman Murray that advertising aspects of the small-versus-big business situation will come in for consideration by the committee, although not until national defense aspects have been dealt with.

Cooperation of the Justice Department's newly-organized small business section has been pledged by Assistant Attorney General Thurman Arnold, and it is expected advertising will be one of their mutual concerns. With the committee planning to ask eventually for a total of about $1,000,000 for its studies and investigations, there appears little doubt that the Senate group intends to make an intensive inquiry into advertising practices and all the other significant matters from the small businessman's standpoint.

"Just you tune WFDF Flint Michigan and see if the Lone Ranger can do this!"

PERCY C. KLEIN, automobile dealer of Chevy Chase, Md., suburb of Washington, D. C., is applicant for a new 1,000 watt daytime station on 740 kc. in Alexandria, Va., on the outskirts of Washington.

MISSISSIPPI POST GIVEN TO WRIGHT

C. J. WRIGHT, owner and general manager of WFOR, Hattiesburg, has been named president of Mississippi Broadcasters Assn., formed Oct. 23 at a meeting in Jackson of representatives of 12 Mississippi radio stations. Other officers elected at the meeting were H. M. Smith, WAML, Laurel, vice-president, and L. M. Sepaugh, WSLI, Jackson, secretary-treasurer.

Plans for active participation in the national defense effort, particularly through programming cooperation, were discussed at the meeting. An executive committee also was appointed to develop plans for operation of the new association, which has been organized on a permanent basis. It is scheduled to meet quarterly.

NO FATTED CALF IN BEEFHIDE (Ky.)!

WAVE has no beef against Beefhide (Ky.), or any of the other small towns in the State. But we think you should know that all the Beefhides *together* don't begin to make the market that's the Louisville Trading Area. For instance, this Area has 25% *more* income tax payers, buys 46.1% *more* new passenger cars, accounts for 17.6% *more* retail sales than *the rest of Kentucky combined!* Complete coverage of this Area costs less with WAVE than with any other medium—so how's for letting us show you the job we can do?

LOUISVILLE'S WAVE

5000 Watts

970 K. C. . N. B. C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Goldbergs' 12th

WITH the same cast which made the first broadcast Nov. 20, 1929, the CBS serial *The Goldbergs*, sponsored by Procter & Gamble Co., Cincinnati, for Duz and Dreft, will celebrate its 12th year on the air Nov. 20. Mrs. Gertrude Berg, who also writes and directs the show, continues as "Molly", James Waters is still playing "Jake", Rosalyn Silber, then a child of ten and now grown, is "Rosey", and "Sammy" is still played by Alfred Ryder.

WHK School Series

COOPERATING with Cleveland College of Western Reserve U, WHK, Cleveland, is resuming its annual five-weekly educational broadcasts featuring faculty members of the school. The programs are heard Monday through Friday at 5 p.m. Discussions to be heard cover everything from civics and sociology to literature and science.

Kent Cooper's Second

SECOND composition by Kent Cooper, general manager of Associated Press, to be introduced on the air is titled "Sunset" and was given its broadcast premiere on the Oct. 31 *Cities Service Concert* program on NBC-Red. Mr. Cooper's first published song, "Dixie Girl", was given its premiere by Dr. Frank Black on the same program May 16.

LATE IN OCTOBER, during Better Parenthood Week in Cincinnati, Arlene Blackburn, star of the radio serial, *Linda's First Love*, sponsored by Kroger Grocery & Baking Co. for four years five times weekly on 27 stations, played host to 10 little girls who have been named after her radio character. Coming from five States, the 10 little Lindas and their mothers were guests of Miss Blackburn and Kroger in Cincinnati. Apart from all sorts of partying and sight-seeing, the group appeared on special broadcasts on WLW-WSAI and WCPO. Gathered during a WLW-WSAI broadcast at a banquet during the three days of festivities are (l to r) A. E. Johnston, Kroger advertising manager; Miss Blackburn; James D. Shouse, Crosley vice-president in charge of broadcasting; Albert H. Morrill, Kroger president; Announcer Paul Jones.

Advertising Council of War

(*Continued from page 16*)

agement, agencies and media".

In reviewing the program for the joint session, the prospectus states that Part I will consist of a presentation showing the menace to advertising and to national brands—a menace based on unsound economics, ignorance and misstatements—and the dangers resulting therefrom which may shortly be realized and may drastically affect the whole national advertising process and brand merchandising.

Part II will consist of a carefully prepared, graphic and fast-moving presentation of the economic justification of sound advertising in which a dozen basic controversial questions are clearly defined and broadly answered. This will be the real meat of the program, done in such a manner and in such form as to be freely available to serve as the basis for presentations by various groups on occasions where advertising is challenged or where enlightenment is earnestly sought.

Parts I and II will be presented on Thursday, Nov. 13. Among speakers will be Leon Henderson, Administrator, Office of Price Administration, and member of Supply & Priorities Allocation Board. Mr. Henderson has been asked to tell frankly what is ahead as it may affect advertising and selling, and he will answer questions.

On Friday Nov. 14 Parts III and IV will be presented. Part III will include a series of talks by high-ranking top executives representing various industries, men qualified in every way to tell how, through the hard school of practical experience, advertising has proved an indispensable tool of their industries, and the disastrous consequences to stockholders, employes, labor, distributors and the public if the free functioning of the advertising process were to be denied. This section, perhaps more than any other, should serve to impress upon the industrial management the importance of safeguarding advertising, not alone for the benefit of any given industrial concern but for all industry, according to the prospectus.

In Part IV, the What-We-Can-Do-About-It portion of the joint session, main points brought out at the preceding meetings will be brought out and various industries and individual companies will be given an idea of what must be done, with the help of advertising, i.e., the agencies and the media. Means to accomplish the objective will be illustrated.

Winding up the Friday session will be a reception, dinner and entertainment.

Slightly Terrific!

Slightly terrific, too, the way WDBJ holds an audience spell-bound! For the record, *most* of the people in this neck of the woods tune to WDBJ *most of the time!* Our magic formula? We're the *only* station that can be heard regularly throughout the entire Roanoke-Southwest Virginia territory! We're the *only* CBS source within listening range! We tailor our local features to our listeners' likes! And *listen*—the 798,000 people in our *primary* area (daytime) make 25.7% of all the retail purchases in the whole state! How about letting us work some sales magic for you?

WDBJ ROANOKE, VIRGINIA

FREE & PETERS, INC. Exclusive National Representatives

Owned and Operated by the TIMES-WORLD CORP.

CBS Affiliate—5000 Watts Full Time—960 Kc.

I Want more sales in Central New York?

THE *Pre-sold* AUDIENCE OF **WFBL** SYRACUSE, NEW YORK

FREE & PETERS, NATIONAL REPRESENTATIVES

Ann Tenna says:

Reach around a fat market, without any waste!

Concentration on New York means the advertiser WINS!

Let's get together and go over a few spots. This end of the wire is BRyant 9-4000

WINS

Merchandising & Promotion

Two to Blue—To the Trade—UP Features—Mutual Club—Hot From Hannagan

AUDIENCE - PROMOTION tieup arranged by WCBM, Baltimore, and KQV, Pittsburgh, in connection with their affiliation Oct. 1 with NBC-Blue, has been sent in memo form to advertisers and agencies with an explanatory letter from E. P. H. James, Blue sales promotion manager.

As far back as last June the two stations scheduled special announcements and programs as well as turning over regular broadcasts to telling their audiences about Blue programs "to come". Sustaining Blue programs were heard on KQV in early September, and on Oct. 1 dedicatory programs were broadcast throughout the day. In addition, they used direct mail, newspaper and window display advertisements.

* * *

WEBC's Journal

A SEMI-MONTHLY merchandising newspaper circulated among wholesalers and retailers in Duluth, Superior, Wis., and neighboring communities started publication Nov. 1. Published by WEBC, Duluth, the paper is expected to aid jobbers and merchants to improve merchandising of nationally and locally advertised products on the station. Leo Fremont, promotion director, edits the paper.

* * *

Plugged in Strip

HYDE PARK BREWERIES Assn., St. Louis (beer), has started the transcribed *Jane Arden* serial five weekdays on WCBS, Springfield, Ill. Promotion for the show includes a plug appearing in the final panel of the Jane Arden comic strip published in the Springfield *Illinois State Journal*. Agency is Ruthrauff & Ryan, St. Louis.

* * *

Black Masks

WPEN, Philadelphia, distributed black Halloween masks with a bright orange card attached saying "It's fun to put on a false face and kid people on Halloween. But it's not fun and certainly not good business to try and fool your clients the rest of the year".

* * *

Two Bit Hose

SILK HOSIERY of guaranteed first quality is being offered as a premium for 25 cents a pair with certificate from 24½-pound bag of flour by Hecker Products Corp., New York, sponsor of *This Is Life* on MBS. Agency is Leo Burnett Co., Chicago.

* * *

Zenith's FM Bulletin

ZENITH RADIO Corp., Chicago, is mailing to its distributors a bulletin, *FM Progress*, which contains descriptions of FM reception, sales and demonstration tips for merchandising sets, and news of promotions by FM stations.

UP Plugs

BROADCASTERS and sponsors tell the story of the success they've had with UP Radio News Wire Features in a brochure titled *Sponsors Say the Features Pay*. Folder, containing reproductions of letters describing sales increases credited to programs built on the UP features and offering the testimony of station executives that the programs produce contract renewals, has been distributed to all broadcasters and to agencies handling radio.

UP is also distributing a directory, listing by states and call letters, the 46 new outlets which have subscribed to UP news and features during the past six months.

* * *

Plane Derby

SLATED to be an annual event, WCOV, Montgomery, Ala., in mid-October held its first Model Airplane Derby, with cooperation of officers at Gunter and Maxwell Fields. Held at Gunter Field, which was opened to the public for the day, the meet attracted 18,000 spectators. Trophies offered in the day-long Derby were presented by Col. A. Hornsby, commanding officer of Maxwell Field. G. W. Covington, Jr., president and manager of WCOV, who fostered the Derby idea, won congratulations from Army personnel viewing the competition.

* * *

Theatre Club

NATIONAL CLUB of 318.000 letter-writing listeners to MBS *Chicago Theater of the Air* operettas, with chapters all over the country, is being organized by WGN, Chicago, where the broadcasts originate. Each chapter receives a charter, green and gold automobile stickers, occasional photographs and news of actors on the show.

* * *

Station Movies

MOTION PICTURE in technicolor depicting the activities of the entire staff of WTRY, Troy, N. Y., as well as shots of everything from reception desk to towers is being made by Ed Atkinson and a staff of seven. Film, titled "Reel Life", will be used by the station for promotion when completed.

* * *

Studio Film

A FILM "Backstage in Broadcasting" is being prepared in natural color at CKY, Winnipeg, and CKX, Brandon, Man., showing scenes in the studios, offices and transmitter buildings of these two Manitoba Telephone System stations.

Steve's Packets

RADIO EDITORS last week received the first of a series of weekly promotion packets from Publicity Agent Steve Hannagan designed to furnish full information on each of the orchestras playing on the Coca Cola Co. *Spotlight Bands* program, which starts Nov. 3 on 118 MBS stations.

With the start of *Spotlight Bands* at 10:15 p.m. six night weekly, Mutual is shifting some of its programs, as follows: Axton-Fisher Tobacco Co.'s show *Twenty Grand Club*, featuring Mary Small, will be heard Mondays at 9:15 p.m.; the same company's *Danger Is My Business* will shift from 10:15 to 9:15 p.m. on Wednesdays; *Your Defense Reporter* with Fulton Lewis, jr., will be heard Tuesdays at 10:30 p.m., instead of Mondays; John Steele and Arthur Mann, Mutual's London correspondents, shift from Wednesdays 9:15 p.m., to Tuesday same time.

* * *

Theatre Tieup

WPAT, Paterson, N. J., has completed a tie-up with ten leading theatres in Paterson and Passaic whereby screen trailers and lobby signs are used to promote *Your Movie Directory*, a six-weekly morning program.

Scores to Planes

FOOTBALL score sheets from WBBM, Chicago, are given to all American Airlines passengers boarding and leaving planes in Chicago on Saturday afternoons. Last minute score are phoned to the airport by the station's news department.

BROCHURES

JOSEPH JACOBS Jewish Market Organization, New York — 32-page manual, *The Jewish Culture*, explaining significance of different phases of Judaism, i.e., holidays, etc., and what it means to the American manufacturer.

ALLEN B. DuMONT, Labs., Passaic, N. J.—Report on the accomplishments of the organization during its first decade bound in a green suede cover and entitled "Pioneering the Cathode Ray & Television Arts".

WAIT, Chicago—Blue-and-white 12-page booklet introducing pugilistic "Mike Wait" in a horizontal striped sweater and derby hat, whose "tough guy" patter plugs the station's market and coverage.

WGN, Chicago—Booklet titled "The Chicagoland Church Hour" describing procedure used in broadcasting the program, also listing the churches represented.

KFRC, San Franciso—Mailing piece quoting Jimmy Fidler's favorable comment on Don Lee network's *Breakfast Club*.

WMAL, Washington—Success story of *Dream House* sponsorship by P. J. Nee Furniture Co. on WMAL.

CBS—36-page arty book Conquistador, New Style, describing Pacific network.

YOU CAN Fool ON HALLOWEEN, But—
Halloween is past and besides it's never good business policy to try to fool your clients. . . . In Phila. give them an advertising medium that is a tested sales builder. The station that sells . .
WPEN
5000 WATTS
950 ON THE DIAL

ILLINOIS?

Sales management gives Decatur 132 rating for November prospects. 2nd highest in State. WSOY covers Decatur and a big chunk of Illinois—

250 W. 1340. Full time. Sears & Ayer, Reps. How can we help you?

WSOY

WSOY - DECATUR

WGNY

1000 WATTS

NEWBURGH, N. Y.

GOTTA PROBLEM?

If your problem is in the Hudson river valley . . . from Nyack to Hudson . . . WGNY would like to have an opportunity to solve it for you. You get coverage . . . service . . . and results with our 1000 watts at the old 250 watt rates. We have studios in Newburgh and Poughkeepsie . . . remote facilities in Middletown. We serve the area with local newscasts from each city . . . UP news every hour . . . ASCAP and BMI music . . . lots of local people participation on programs . . . everything to build and maintain program appeal. If you've tried WGNY you know it . . . if you haven't, let us prove our service, results in an able-to-buy market.

BUY WGNY

WGNY

REPRESENTED BY

HEADLEY-REED CO.

Agencies

BAKER OSTRIN, copywriter of Sherman K. Ellis Inc., has been named radio director of the Chicago office succeeding Charles Hotchkiss, who has joined Blackett-Sample-Hummert, Chicago, as account executive.

ELAINE FIBUSH, formerly of KLX, Oakland, Cal., has joined the radio department of the Mayers Co., Los Angeles, as copywriter.

L. T. LOVE, formerly of John H. Riordan Co., Los Angeles, and Anthony X. Schilling, advertising manager of Ad-Here Paper Co., that city, have joined the copywriting staff of Raymond R. Morgan Co., Hollywood.

IVAN P. FLORSHEIM Jr., formerly in charge of sales and advertising for Florsheim Corp. and Ferriss Pharmacal Co., Chicago, has joined the Neal Adv. Agency, that city, as account executive. Agency recently moved from the 20th to the 15th floor at 309 W. Jackson Blvd. New phone number is Wabash 1630.

EUGENE P. RAMSEY, vice-president in charge of production of Chas. H. Mayne Co., Los Angeles, and Dorothea Powers, New Zealand and Australian radio actress, were married in Reno, Nev., in late September, it was recently revealed.

LEE STRAHORN, producer, for several years with NBC, San Francisco, recently joined the radio production staff of Lord & Thomas, Chicago and will assist in production of the Armour radio program.

FRANK OWEN, formerly of NBC, has joined the media department of Benton & Bowles and will assist George Kern, B & B radio time buyer.

BEAUTY SPECIALIST Richard Willis (left) runs through the script of his *Here's Looking at You* program on WOR, New York, with Stanley Chambers, advertising manager of Barbara Gould Inc., New York, which took over sponsorship of the show Oct. 20 for its cosmetic products. Looking on (standing) is John Hymes, time-buyer of Lord & Thomas, New York, the agency in charge.

RICHARD A. FOLEY Adv. Agency, Philadelphia, has moved to new quarters from 1616 Walnut St. to 1528 Walnut St.

SYLVIA KARASICK, formerly administrative assistant at the Columbia College of Radio & Drama, Chicago, has joined H. W. Kastor & Sons, Chicago, as assistant to Ben Green, program executive.

C. J. LOOMIS, formerly sales manager of Bohemian Distributing Co., Los Angeles (Acme beer), has joined Lockwood - Shackelford Adv. Agency, that city, as director of merchandising.

LEO BOULETTE Agency has discontinued its Springfield, O., office and will open new headquarters in Three Rivers, Mich.

LOEWY ADV. AGENCY, New York, on Nov. 1 will move to 41 Park Row, that city. Telephone is Worth 2-3773.

GREY ADV. AGENCY, New York, has moved to 166 W. 32d St., that city. Telephone is Chickering 4-3900.

DAVID T. DAVIES, formerly assistant publicity director of Union Pacific Railroad, Los Angeles, has joined Earle Ferris Assoc., Hollywood radio exploitation agency.

HARRY W. GORDON, director of the Argentine office of J. Walter Thompson Co., arrived in New York last week, where he will spend some time visiting clients before returning to South America.

INFLUENCE OF WAR COAST AAAA TOPIC

WAR'S EFFECT on advertising business was the main topic of discussion by the 250 delegates who attended the seventh annual convention of Pacific Council of the American Association of Advertising Agencies staged at Del Monte Hotel, Del Monte, Cal., Oct. 23-24 inclusive [BROADCASTING, Oct. 27]. Council Chairman William H. Horsley, president of Pacific National Adv. Agency, Seattle, and Warren E. Kraft, chairman of Washington Chapter of the AAAA and president of Northwest Radio Adv. Co., that city, jointly presided.

Dan B. Miner, Los Angeles, president of Dan B. Miner Co., was elected Pacific Council chairman for the ensuing year, and succeeds Mr. Horsley. Joseph R. Gerber, head of Joseph R. Gerber Co., Portland, has assumed the post of vice-chairman, with Terrell T. McCarty as secretary-treasurer. Raymond P. Kelley, secretary-treasurer of Syverson-Kelley, Spokane, and James C. Knollin of Gerth-Knollin Adv. Agency, San Francisco, were named to Pacific Council's board of governors. An advisory committee for the Council, headed by former Chairman Horsley, and consisting of August J. Bruhn, Los Angeles manager of McCann-Erickson, and David M. Botsford, president of Botsford, Constantine & Gardner, San Francisco, was initiated by the convention.

New Los Angeles Agency

EDWIN B. NEWPORT, head of Newport & Associates, and Faraon J. Moss, owner of Faraon Jay Moss Adv. Agency, retaining their respective Los Angeles organizations, in addition have formed a new firm under name of Adco Advertising at 5212 Wilshire Blvd., that city. Eric Munsinger is production manager. Wallace F. Busse is radio director, with Miss Jo Hollebaugh as space buyer. Vocational-Educational Guidance Clinic, Los Angeles, has appointed the agency to direct advertising and on Nov. 3 starts a weekly five-minute program on KMPC, Beverly Hills. Other radio accounts include Hoyt Construction Co., Los Angeles (real estate), planning a Southern California spot announcement campaign; and Ralph Gordon Feature, Pasadena, Cal., (lecture bureau) planning announcements on Pacific Northwest stations.

Named Agency V-Ps

ROBERT WENBAN, formerly vice-president and creative director of Blackett-Sample-Hummert, Chicago, has joined Sherman & Marquette, Chicago as vice-president. Lawrence D. Milligan, radio director, has also been made a vice-president. Mr. Milligan recently came to the agency from Blackett-Sample-Hummert, where he was account executive on Procter & Gamble Co. for a number of years.

SOUTHERN RADIO FEATURES, Dallas, is conducting radio cooking schools on five Texas and Oklahoma stations — WACO, KUIN, KRRV, KNOW and KCRC.

To two of 'em, in fact. In Northern Kentucky I did the exclusive radio job, drew an all-time record attendance of 109,463, with 31 shows originated on the spot in eight days. In Cincinnati, I did seven or eight shows a day, helped draw a crowd of 279,240. Small wonder advertisers and grocers alike say as one: "Cincinnati's own station is Cincinnati's food station!"

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

KINY

"The Friendly Voice of the Capital"

Almost overnight, defense activities have made Alaska one of the Pacific Coast's major markets—and wealthiest per capita market of them all!

Executive Offices
Am. Bldg., Seattle, Wash.

1000 WATTS · 5000 WATTS UNDER CONST.

Juneau-Alaska

JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

Bassett to McKim

DON L. BASSETT has joined the head-office of A. McKim Ltd., Toronto agency with branches throughout Canada, as radio director, succeeding Bert Cairns who has occupied the post since May 1940. Bassett's appointment started Nov. 1. He comes from Radio Centre Ltd., Toronto producing and transcription distributing organization, where he became general manager in September. He started his radio career at CJCS, Stratford, Ont., and moved from there to Northern Broadcasting & Publishing Co., Timmins, Ont., serving all this group's stations and as sales representative in Toronto and Montreal for four years, leaving to become radio director of James Fisher Co., Toronto advertising agency.

Mr. Bassett

LEE HELPS RUSS

Kirby Repays Favor as Hodges Is Hurt in Wreck

TURN about was fair play last week when Lee Kirby, announcer of WBT, Charlotte, took over the play-by-play description of the Washington Redskins' professional football games after Russ Hodges, former WBT announcer now on the staff of WOL, Washington, was severly injured in an auto accident.

Mr. Hodges, who was to be introduced to Washington radio and press circles at a cocktail party Oct. 27, was in Charlotte winding up his affairs when the accident occurred. He suffered a broken vertebrae in addition to other injuries and is expected to be out of action for at least a month. During that time Kirby, who does the Atlantic Refining Co. football play-by-play for WBT, will commute to Washington for the Redskins games which are carried by WOL and sponsored by the P. J. Nee Furniture Co.

Last year when Kirby was hospitalized, Hodges took over his programs, turning the pay over to Kirby. Now the latter is reciprocating with the commercial fees going to the injured Hodges.

WQXR, New York, on Nov. 1 started operations on its increased power of 10,000 watts on 1560 kc., with the anniversary celebration of its 1940 power increase from 1 to 5 kw.

Coke by Koppers

A MISTAKE landed a ton of coke in the studios of WDAS, Philadelphia. The station is installing a display case in which samples of the products of station sponsors will be placed on exhibition. Accordingly, the Koppers Coke Co., sponsoring the station's hourly news broadcasts, was called for a sample of coke. Through a misunderstanding, the station porter discovered a ton of coke dumped in front of the case the next morning. It was carried up 12 floors in buckets to the station's skytop studios.

Requests for Facilities Set for Hearing by FCC

FOUR new station applications as well as the application of WFAS, White Plains, N. Y., seeking to shift its frequency to 1230 kc. and increase to unlimited operating hours were designated for hearing by the FCC last Tuesday.

The application of WFAS, currently operating on 1240 kc. as a part time station sharing with WBRB, Red Bank, N. J., and WGBB, Freeport, N. Y., will be heard jointly with that of Paul Forman Godley, pioneer radio engineer, who is asking a new local in Newark, N. J., on 1230 kc. with 250 watts. Consolidated hearing will also be scheduled for two applicants —Beauford H. Jester, Corsicana, Tex., attorney, and Roy Branham Albaugh, partner in a Texas Dr. Pepper Bottling Co.—both seeking a local in Waco, Tex., on the same facility, 1230 kc. with 250 watts fulltime. Individual hearing will also be set for the application of Charles P. Blackley, commercial manager of WSVA, Harrisonburg, Va., for a local in Staunton, Va., 250 watts fulltime on 1240 kc.

Radio Sells Seeds

MOEWS LOEW SEED Co., Granville, Ill. (M-L Improved Hybrids), now using a 26-week schedule of three one-minute announcements weekly on WLS, Chicago, and WHO, Des Moines, reports a 77% increase in business over last year. It was stated that a large part of the increase is directly attributable to its radio advertising. Account was placed by Triangle Adv. Agency, Chicago.

SURVEYS SHOW

That MORE people listen to CJOR, morning, afternoon and evening.

CJOR

Vancouver—B. C.

Nat. Rep.: J. H. McGillvra

H. N. Stovin, (Canada)

1000 Watts 600 K. C.

Walter Tison Requests Station in Jacksonville

W. WALTER TISON, pioneer Florida broadcaster and manager of WFLA, Tampa, on Oct. 21 filed an application with the FCC for a new 1,000-watt fulltime station in Jacksonville, Fla., on 600 kc. with a directional antenna night and day. Jacksonville in the recent monopoly hearings was described as one of the cities not now being served by all four networks [BROADCASTING, Sept. 15].

Mr. Tison reports that in event the station is authorized it will be made available for network affiliation thereby bringing all four networks to Jacksonville. WALT would be the call letters asked if application is granted. Ben S. Fisher, Washington attorney, and Frank G. Kear, Washington consulting engineer, are handling details.

Mr. Tison was formerly part owner of WFLA but earlier in the year disposed of his holdings to the *Tampa Tribune* to clear the way for fulltime operation by WFLA and WSUN, St. Petersburg [BROADCASTING, Jan. 20].

Stratosphere Pickup

WLS, Chicago, on Oct. 24 broadcast the world-record delayed parachute jump—arranged to establish scientific data for future stratosphere flights—made by Arthur H. Starnes from a height of 30,800 feet at 41 degrees below zero, opening his chute at 1,500 feet [BROADCASTING, Oct. 27]. Station's mobile unit was used for constant contact with the plane as it flew into the stratosphere, and Starnes held two-way conversations with Mrs. Starnes and their son on the ground, also with Drs. A. J. Carlson, U of Chicago, and Andrew C. Ivey, Northwestern U, research experts supervising the experiment. Starnes carried 85 pounds of radio and electrical equipment which recorded his reactions during the jump.

If You Want NEWS

(and who doesn't?)

. . . You'll find plenty of it on KFBI. In fact, KFBI carries more news programs than any other radio station in this area.

Some of these NEWS PROGRAMS are now open for sponsorship. But, they won't be open long!

For availabilities and rates, write or wire TODAY!

The Oldest Radio Station in Kansas

KFBI • WICHITA

TOLEDO

A Fort Industry Market

FIRST *in Shows*

FIRST *in Audience*

FIRST *in Experience*

WSPD has been serving Toledoans and their neighbors in Northwestern Ohio and Southern Michigan for over twenty - one years. It's little wonder that this prestige, bolstered by the nation's finest radio entertainment (proven by survey), has won and held a great audience.

•

Ask Katz

A FORT INDUSTRY STATION

5,000 WATTS

WSPD

TOLEDO, OHIO

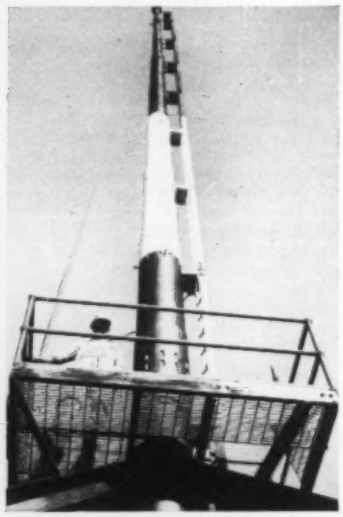
LOEW'S GRANTED FM OUTLET IN CHICAGO

CHICAGO'S seventh commercial FM outlet was authorized last Tuesday when the FCC issued a construction permit to the Oak Park Realty & Amusement Co. for high-frequency facilities in the Windy City. Permitee is a subsidiary of Loew's Inc., nationwide theatre chain, which holds all of the capital stock. Loew's, headed by Nicholas M. Schenck of New York as president, is the parent corporation of WHN, New York, and its FM adjunct W63NY, both licensed to the Marcus Loew Booking Agency. Metro-Goldwyn-Mayer Inc., also a part of Loew's Inc. currently holds a construction permit for K61LA, Los Angeles FM station. The new Chicago station will operate on 47.9 mc. to serve 10,800 square miles and has stipulated that operation will be four hours day and four hours night. Call letters W79C will be assigned.

W71SB, commercial FM station of WSBT, South Bend, and the *South Bend Tribune* was granted a modification of construction permit at the same meeting to make changes in its transmitter and antenna system, increase service area to 7,100 square miles and extend commencement and completion dates 60 to 180 days. Authorization was subject to same conditions relating to Order 79 under which the applicant's present grant was issued.

Drops Waring Suit

PLAGIARISM suit for $60,000 filed by Grombach Productions against Band Leader Fred Waring, Johnny O'Connor, Waring's manager, and Stack-Goble Adv. Agency was dismissed last week in New York Supreme Court at the end of a four-day trial. The plaintiff charged Waring used a program idea which Grombach alleged it submitted to Waring's office and auditioned for Stack-Goble.



WHEN W67C, FM adjunct of WBBM, Chicago, goes on the air shortly it will be among the first to experiment with this special high-gain directional stacked loop antenna atop 1 North La Salle St. Bldg., 621 feet above the street level. Designed to throw a stronger signal with less power, the antenna was perfected by Dr. Andrew Alford of Federal Telegraph Co., Newark. W67C plans to cover the 10,800 square-mile Chicago trading area with 10 kw. power.

RCA's 'Radio Age'

A NEW house organ published by RCA made its initial appearance in Mid-October. Known as *Radio Age*, the publication aims to present factually the news of RCA services, research, manufacturing, communications and broadcasting. First issue carried signed articles by Thomas F. Joyce, vice-president of RCAM; John Elwood, manager of the NBC International Division; Ralph R. Beal, research director of RCA Laboratories; Alfred H. Morton, vice-president in charge of television of NBC.

NEW CAMPUS STATION
Penn Outlet Under Way Without Yoo-Hoo of 1940

A PRIVATE radio station for U of Pennsylvania started broadcasting experimentally Oct. 24. The station, operating on a frequency of 625 kilocycles and using the call letters WUOP, has been set up in one of the freshman dormatories by William Reeder, a freshman, and John Walsh, a graduate medical student. As yet, only radios in the freshman dormitory quadrangle have been able to pick up the programs, which is sent out over the electric wiring system. Programs consist of dance band recordings and campus news.

Last year, a similar broadcast station was built at the campus, but not organized as a regular radio outlet. Instead, a group of students used it as a loudspeaker system. All radios in a row of dormitories facing the city street would be tuned to the campus station and then with one voice, they would hail girls passing by. Campus police subsequently put a stop to this experiment.

Hauck Wins Medal

HARRY W. HAUCK, consulting engineering and formerly associated with Major Edwin Armstrong, inventor of FM, was named winner of the fourth medal award presented in honor of Major Armstrong by the Radio Club of America, oldest technical radio engineering organization in the country. Presentation was made Oct. 31 at the Club's 32nd annual dinner at the Engineers Club, New York, with Admiral S. C. Hooper, director of the radio liaison division, office of the Chief of Naval Operations, Washington, as guest speaker. Mr. Hauck received the medal for his activities in the Club and for his contributions to radio engineering.

U. S.-Brazil Exchange

FIRST in a series of exchange programs between the United States and Brazil was broadcast Oct. 27 on NBC-Red titled *Music for Brazil*, with NBC's international stations WRCA and WNBI simultaneously beaming the program to Brazil with Portuguese announcements. Brazil was heard in turn on NBC-Red Nov. 2 through RCAC facilities with a program of folk music, *Musical Brazil*.

50 KW. IS GRANTED TO KJR, SEATTLE

A CONDITIONAL grant to KJR, Seattle, to increase its power from 5,000 to 50,000 watts on the 1000 kc. channel, unlimited time, was announced last Wednesday by the FCC.

The grant to the NBC-Blue outlet, operated in conjunction with KOMO, Seattle, was conditional upon taking care of a "blanketing situation" and also subject to any action which the Commission ultimately may take in the matter of multiple ownership. The grant specifies a directional antenna for nighttime use. Both stations are operated by Fisher's Blend Station Inc., KJR having been purchased two years ago from NBC.

At its regular meeting on Tuesday, the FCC granted KVOS, Bellingham, Wash., a construction permit to shift from 1230 kc. with 250 watts, unlimited time, to 790 kc. with 1,000 watts fulltime. The authorization included installation of a directional antenna for day and night use and for new equipment.

KFXJ, Grand Junction, Col., was granted a construction permit to shift from 1230 kc. with 250 watts, unlimited time, to 920 kc. with 500 watts at night and 1,000 watts day, fulltime. Installation of new equipment and changes in its antenna system were authorized.

WIS, Columbia, S. C., was granted a modification of its construction permit as modified, to make changes in its directional antenna system and extend commencement and completion dates 60 days and 180 days, respectively, on installation of a new 5,000-watt plant for fulltime operation on its present frequency of 560 kc.

UNIVERSAL PICTURES Co., Hollywood, has released a new musical comedy built around radio personalities. Titled "Swing It Soldier," the film features Ken Murray, Don Wilson, Frances Langford, Blanche Stewart, Elvia Allman, Hanley Stafford, Senior Lee, the Three Cheers, Stop, Look & Listen, with Skinnay Ennis and orchestra.

Out of the Sky

CLIMAXING a promotional campaign in which WSYR, Syracuse, released publicity and advertising on its newly-assigned 5,000-watt operation to nearly 30 newspapers in as many communities, WSYR chartered special airplanes to drop circulars over these new territories. To every thousandth circular a $1 bill was attached, which could be redeemed for a $5 bill at the offices of the newspapers or WSYR.

REL

FM's PIONEER MANUFACTURER

NEWS! NEWS! NEWS!

The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.

Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

FOR THE
"World's Best Coverage of the World's Biggest News"
UNITED PRESS

CRYSTALS by
HIPOWER
The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision crystal units, is able to offer the broadcaster and manufacturer attractive prices because of the large production and the exclusive Hipower grinding process. Whatever your crystal need may be, Hipower can supply it. Write today for information.
HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago

Bell for 5th District

C. BELL, vice-president and general manager of WBRC, Birmingham, Ala., has been named to the NAB engineering committee representing the 5th District, the NAB announced last Monday. Mr. Bell founded WBRC in 1925. He started his radio career as an amateur before World War I, later became associated with Bell Radio Corp., which bore his name and from which sprung WBRC.

Heads NBC Traffic

JOHN T. MURPHY, assistant to E. B. Lyford, former supervisor of NBC's commercial traffic department, has taken charge of the department following the promotion of Mr. Lyford to be executive assistant in charge of station relations promotion. Mr. Murphy started as a page boy with NBC 11 years ago, subsequently serving as a messenger in the central stenographic division, office boy, clerk, and assistant supervisor in traffic.

WIFE IS SILENT
Serves as Spotter at Game
For Russ Winnie

HUSBAND-WIFE combination, with the woman assuming the role of "silent partner", is responsible for the enjoyment listeners to WTMJ, Milwaukee, get out of their sports broadcasts. For while Russ Winnie, station sportscaster, broadcasts football games, it's "George", his wife, who spots the play, keeping account of substitutions, ballcarriers, blockers and tacklers on the chart in front of her spouse.

The nickname "George" was affixed to Mrs. Winnie during the earlier days of broadcasting when a woman's place was in the home and not in a radio booth. Through the years the name has stuck. At present she is preparing for similar duties with Husband Russ when he undertakes descriptions of basketball games this winter.

MacGregor in N. Y.

C. P. MacGREGOR Co., Hollywood transcription producers, has established New York offices at 509 Fifth Ave., with Niles Gates in charge as manager. Mr. MacGregor is currently in Mexico for a series of conferences on radio with General Maximino Avila Camacho, Mexican secretary of communications and public works, and returns to his Hollywood headquarters in mid-November.

THE IBEW recently renewed its contract with KYA, San Francisco, on behalf of all technicians at the station, with salary increase retroactive to Oct. 1.

IN BALTIMORE IT'S WFBR
NATIONAL REPRESENTATIVES EDWARD PETRY & CO.
ON THE BASIC MUTUAL NETWORK

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Wanted—Engineer-Announcer—Give salary expected and availability. WBRW, Welch, W. Va.

Licensed Operator—Experience unnecessary. State qualifications, salary, draft status; enclose recent picture. Iowa station. Box 80A, BROADCASTING.

Wanted—Combination engineer, part time announcer. Give full qualification, picture, state salary expected in first letter. WFTM, Fort Myers, Florida.

Salesman—Require hard worker, experienced, capable earning consistently large weekly commission. High pressure "oncers" taboo. Draft status? New York State. Box 78A, BROADCASTING.

Licensed Operator—Voice adaptable announcing. Experience unnecessary. Prefer young married man draft exempt. State qualifications, salary, picture. Rocky Mountain West, Box 77A, BROADCASTING.

Wanted—Immediately, engineer-announcer by station, located north central area. No big starting salary but good opportunity and pleasant working conditions. Give full details. Box 89A, BROADCASTING.

Wanted—Experienced combination Announcer-Licensed Engineer. NBC affiliate in town offering ideal living conditions, married man. Must be polished announcer. Starting pay $175.00 a month plus moving expenses. Permanent. Reply Box 79A, BROADCASTING.

Operators And Announcers—Southern station. Write Box 92A, BROADCASTING.

Situations Wanted

Producer-Salesman - Executive—Desires to manage local station. Married, excellent references. Box 82A, BROADCASTING.

Transmitter Engineer—First phone-second telegraph. RCA, Western Electric Marine experience. Draft exempt. East preferred. Box 83A, BROADCASTING.

Chief Engineer—Age 28, full experience, installation, construction, studio building, control operating, continuity, announcing. Now employed, desire change. Box 88A, BROADCASTING.

Competent Licensed Engineer—Experienced, now employed at 5 kw. RCA network station as vacation operator. RCA & NRI graduate. Desires position, preferred in Midwest Station, available now. Box 87A, BROADCASTING.

Situations Wanted (Continued)

Sales And/Or Promotion Executive—Agency Radio Director-New Business Man, with top-notch radio background, 8 years CBS, NY and Washington selling experience, wants responsible sales and/or promotion job with station or agency. 33, single. Write for complete resume. Box 91A, BROADCASTING.

Producer—Of successful farm shows desires position handling talent. Emcees, announces, excellent references, married. Box 81A, BROADCASTING.

Engineer—Telephone and telegraph first. Copy press, maintenance two years broadcast chief engr. Available about December first. Age 39. Box 86A, BROADCASTING.

Combination Man—21, daft exempt. University radio degree. Background: announcing, writing, sales, production, operation (no license). Excellent for station and agency work. Go anywhere. Salary secondary. Box 84A, BROADCASTING.

Experienced Woman Program Director—Background includes college dramatic, musical, radio show production. Now available for development of local talent and forum groups. Coaching experience 6 years. Promotional and sales, 2 years. Age 31. Box 90A, BROADCASTING.

Salesmanager—Six years experience NBC-network salesmanager M & O station. Proven sales ability. Knowledge station operation, program, sales promotion. Interested only in affiliate in good market where initiative will count. Will furnish complete background data on request. Box 85A, BROADCASTING.

Hollywood Radio Producer-Writer—Wants good agency production or sales contact job. Thoroughly experienced all phases radio and complete agency functions. Will entertain any worthwhile proposition. Open for immediate interview. Communicate: Bruce Gilbert, 5 East 66th St., New York City.

Wanted to Buy

Complete—Used equipment for local station. Write Box 76A, BROADCASTING.

1 KW Transmitter—Must be good condition. State make, price and length of service. Box 1120, Aberdeen, Wash.

For Sale

Two Ideco 270 Ft. Towers—With insulated capacity tops. WHIO, Dayton, Ohio.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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GLENN D. GILLETT
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HECTOR R. SKIFTER
Consulting Radio Engineer
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STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
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CLIFFORD YEWDALL
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NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
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Radio Engineering Consultants
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RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

To Locate the LEADER Look at His FOLLOWING

The largest, most loyal listener-following in the Dayton market dials WHIO. Our power, programs, and policies are concentrated on delivering that following for our advertisers.

THAT'S WHY WE SAY—

WHIO IS THE DAYTON MARKET

BASIC CBS • 5000 WATTS

G. P. HOLLINGBERY CO., Representative

Purely PROGRAMS

INTIMATE GLIMPSES of everyday life in Washington, London and the U. S. Army and Navy are given listeners to the four half-hour *Microphone Tours* programs presented Saturday at 7 p.m. on NBC-Red. "Guides" for the tours include such NBC notables as Fred Bate, NBC London representative, and John McVane in that city; also Graham McNamee, Carleton Smith, George Hicks, Earl Godwin, Baukhage, William Hillman and Raymond Clapper in the United States.

* * *

Reports From Camp

CAPT. EDWIN P. CURTIN, former radio publicity director of BBDO, New York, is in charge of production for a series of transcriptions titled *Camp Wheeler Reports*, to be broadcast on WINS, New York, and WDRC, Hartford. Series features greetings sent by soldiers at Camp Wheeler, Ga., to their parents and friends as well as interviews on various phases of Army life, as conducted by Pvt. Bill Stynes, former WINS announcer. Music for the series is conducted by Pvt. Harrison Cooper, former arranger for Herbie Kay, orchestra leader, and engineering is handled by Pvt. Thomas Hanlon, former engineer of WBRY, Waterbury, Conn.

How to Help

TO ANSWER the often-asked question "What can I do to help?", the Canadian Broadcasting Corp. has started a number of new women's talk programs, which include *Volunteers for Victory*, a series on finding uses for existing materials to cut down new production in factories which would be freed for war work; *The Child in Wartime*, a series on the bringing up of children today; *Food for Victory*, a series on nutritional cooking and meal planning; *Western Homemakers Talks*, a series on home furnishing and home activities; *Fireside Fun* on home-made entertainment for the "gasless holidays"; *Shop to Save*, a series on economical purchasing to conserve as much as possible of the household's money for war financing.

* * *

Freedom's Meaning

DISTINGUISHED leaders in public life will express their opinions on vital questions currently affecting American and world freedom, on *What Freedom Means* on CBS. Dr. Ruth Nanda Anshen, author, and Jacques Maritain, French philosopher, were opening program guests. Future speakers will include Vice-President Wallace; Ambassador Hu Shih, of China; William Lyon Phelps, former Yale professor; Frank Kingdon, former president of Newark U; Sigred Undset, author and Bertrand Russell, philosopher.

* * *

Scandinavian News

SLANTED to Minnesota's Scandinavian population, KSTP, St. Paul, and six other Northwest stations have started a new weekly series of Scandinavian news shows in English. The series is handled by Val Bjornson, brother of Bjorn Bjornson, NBC correspondent in Iceland, who interjects occasional commentaries in Swedish, Norwegian or Icelandic.

* * *

Chest Sketches

DRAMATIZING the many types of charitable works carried on by Community Chest organizations, WTAG, Worcester, is presenting a quarter-hour series, *Trouble on the March*, as part of its effort in the local Chest drive. Stories are taken from actual case histories on file.

* * *

Wanted by the FBI

DESCRIPTIONS of criminals at large are broadcast each night as the five-minute *Fugitives from Justice* program of WTRY, Troy, N. Y. Material is furnished by the Albany office of the FBI.

DEEP INSIDE the new Vultee Aircraft factory in Nashville went Tim Sanders (center), special events announcer of WLAC, Nashville, during the recent "Employes' Day," which marked completion of Vultee's first O-49 observation plane contract for the Army. During his tour of the plant he stopped with his WLAC microphone to interview workmen on the job. Here he discusses the technique of wing construction with a couple of the boys at the plant.

Cheer For Young Britons

UNDER the direction of Carroll Foster, m. c., listeners to *Louie's Time Klock Klub* of KIRO, Seattle, have contributed more than a ton of clothing and toys to be distributed at Christmas time to children in bombed areas of England. Also the program will mail 1,000 two-pound tins of milk chocolate to British children whose names will be contributed by *Time Klock Klub* members from England.

* * *

Camp Capers

NEW WRINKLE added to the *Breakfast Express* morning feature of WHIO, Dayton, O., is the "Best Army Story of the Week" department. Writers of prize-winning doughboy tales receive free theatre tickets. Many of the stories come from Wright Field and Patterson Air Depot, Army airfields near Dayton, WHIO has indicated.

* * *

Student Experts

HIGH SCHOOL STUDENTS appear as football experts on the new *Gridiron Gossip* show conducted by Sportscaster Sam Molen twice-weekly on WCBS, Springfield, Ill. Wednesday program features a discussion of teams scheduled to meet, with forecasts of the results, while Saturday is devoted to reports of the results.

* * *

Little Business

WJJD, Chicago, on Oct. 23 started a roundtable discussion series on current production tasks, titled *Small Business & National Defense*, produced by the Chicago Commission on National Defense, designed to help the small business man solve his priority problems.

to add sales... add KWKH!

The addition of KWKH to your radio list is a definite step toward expanding your sales in the progressive Central Southwest—One of the nation's richest areas. Payrolls are up . . . Employment is up . . . People are earning money and spending it. In choosing KWKH you set the stage for selling to an eager-to-buy audience through a response-ABLE medium. To add sales . . . add

KWKH 50,000 WATTS ★ CBS

Serving the wealthy Central Southwest

REPRESENTED BY THE BRANHAM CO.

IN PHILADELPHIA

WFIL Influence Listeners

SELL THROUGH WFIL

NBC, CBS Suits

(Continued from page 8)

because the Commission is without statutory authority to make the rules and is beyond the power of the Commission because the rules are "unreasonable, arbitrary and destructive of plaintiff's business without legitimate reasons; are not required by and do not serve public interest; are not necessary to carry out the terms of the Communications Act, and are contrary to the public interest, convenience and necessity and to the Act."

If the Communications Act purports to authorize the Commission to make the rules complained of, then the Act was held to be in this respect unconstitutional and "exceeds the powers of Congress because it delegates legislative power to the Commission without adequate legislative standards", contrary to the Constitution, because it "takes the property of the plaintiff without due process of law . . .".

The CBS complaint concluded: "Unless the enforcement of that portion of the order referred to in paragraph 7 be permanently enjoined by the court, plaintiff will be unable to negotiate with station licensees for the affiliation contracts described in paragraph 5, or for the renewal of existing affiliation contracts. Station licensees threaten and will cancel or repudiate subsisting contracts. Plaintiff's ability to negotiate contracts with advertisers and contracts with labor organizations of technical workers and of performing artists will be destroyed or seriously impaired.

Loss of Goodwill

"The penalty which affiliated stations will incur for entering into or performing agreements contrary to the said regulations is so serious that no station will renew or perform any such existing agreements even for the purpose of testing the validity of the rules. Unless relief is granted in this action, plaintiff will therefore be compelled to submit to the consequences of the rules whether they are valid or not. Plaintiff's business identity and public goodwill will be substantially injured and its property and business rendered substantially less valuable. In the premises, plaintiff will suffer irreparable injury for which it has no adequate remedy at law.

"Wherefore, plaintiff prays that the court set aside, annul and permanently enjoin the enforcement of that portion of the order of the Commission which promulgates the rules complained of in paragraph 7 and that the court grant the plaintiff such other and further relief as may be just and equitable in the premises."

NBC, Woodmen and Stromberg Carlson contended they had no adequate remedy at law and no method of proceeding exists for the review of the Commission's order, except by the filing of the suit. It asked the court that as soon as practicable the specially constituted three-judge court convene and that a temporary or interlocutory injunction be entered restraining, enjoining and suspending, until the further order of the court, the operation, execution, effect and enforcement of the order, insofar as it purports to become effective on or before Nov. 15.

Pending a hearing upon the application for a temporary injunction, the court was asked to issue a preliminary restraining order to remain effective until the application for a temporary or interlocutory injunction "shall have been heard and determined and for a period of 90 days thereafter".

After final hearings, NBC prayed that the court decree the order is "beyond the lawful authority of the Commission, in violation of the legal rights of plaintiffs, wholly void and arbitrary and unreasonable, and that the order, insofar as the order purports to become effective on or before Nov. 15, 1941, be perpetually vacated, set aside, suspended and annulled, and the enforcement thereof perpetually restrained and enjoined."

Radio's Safety Role

SUPPORT radio is giving the Emergency Safety Campaign to reduce accidents drew special praise last week from W. H. Cameron, managing director of the National Safety Council, which is directing the nation-wide campaign at the request of President Roosevelt, who become concerned at the steadily rising accident toll and at the number of defense workers who are victims of accidents both on and off the job.

AFFIDAVIT FILED BY WHAM

STROMBERG CARLSON MFG. Co., operating WHAM, Rochester, NBC-Blue affiliate contends that it could sell time to advertisers at only half the price it currently receives were it to lack network affiliation, according to an affidavit filed Oct. 27 in the U. S. District Court for the Southern District of New York, by Edward A. Hanover, vice-president.

Explaining the station's opposition to the FCC network-monopoly order, Mr. Hanover's affidavit states that under the rule less WHAM time will be sold in the future and WHAM will receive less revenue. For the year 1940, the income of WHAM was derived approximately one-half from the sale of network time by NBC, it is stated.

The affidavit pointed out that WHAM has a gross income from sale of its time to NBC and to local and other advertisers of approximately $500,000 a year.

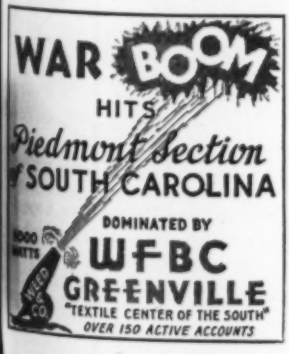
Option Provisions

The present contract between NBC and WHAM grants to NBC a firm option to sell specified periods of the station's time on 28 day's notice, according to the affidavit. "The above mentioned order," it goes on, "prohibits the inclusion of such an optional time provision in any contract between a network organization and a standard broadcast station.

"Because of said contract with WHAM containing provisions for such optional time, and similar contracts with other stations, NBC is in a position to sell time to advertisers on a national network, as such. If an option exercisable as against another network organization or exercisable on less than 56 days notice is prohibited, it will be practically impossible to sell time to advertisers on a network basis, as such.

"In 1941 there has been a substantial increase both in the amount of network time sold to NBC and the amount of time sold to local and other advertisers. Even with an increase in the sales to NBC, WHAM has been fully able to serve its local community in local advertising and in the broadcasting of all events of local interest. Sale of time to NBC and optional provisions of the contract have been equally beneficial to both the national and the local service of WHAM.

"Cancellation of the affiliation contract with NBC will disturb an association which has existed for 14 years and will inflict irreparable loss upon Stromberg Carlson. Furthermore, cancellation of the contract without the consent of NBC may result in suit by NBC against Stromberg Carlson for breach of contract. The order places the burden on Stromberg Carlson of complying with the order, which will cause irreparable damage."



". . . lower than the inquiry cost on any other station used by the Hartung Aircraft Corp.' That was taken from a letter sent by W. J. Bryson and it's a sure indication of "happy landings" for national spot advertisers.
WCLE
CLEVELAND, OHIO
Represented by: RADIO ADVERTISING CORP.

ANN LaHAY
THE NEW AND OUTSTANDING RADIO PERSONALITY FOR CINCINNATI. IN INTERESTING AND INFORMAL PROGRAMS FOR WOMEN.
HOME • BEAUTY • COOKING
WCKY
50,000 WATTS
CBS PROGRAMS

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C.
RED
Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

175 Miles just for a Sunday Dinner and
KROD goes along. El Paso Southwesterners drive that and farther on weekends . . . but radios in cars and mountain cabins carry your message to them over
KROD
1000 Watts (day) • 500 Watts (night)
600 kc
Columbia's Outlet to the El Paso Southwest
Dorrance D. Roderick, Owner
Merle H. Tucker, Manager
Howard H. Wilson Co., *Natl. Reps.*

Dominant
IN THE 7th RETAIL MARKET
KSTP
MINNEAPOLIS • SAINT PAUL
NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO
133,500 WATTS
NBC BASIC RED NETWORK
50,000 Watts

CBS AFFILIATIONS AT STANDSTILL

NEGOTIATIONS with 21 stations for renewal of their CBS affiliation contracts have come to a complete standstill since the FCC announced its new network rules in May, it was revealed in an affidavit of Herbert V. Akerberg, CBS station relations vice-president, entered in the U. S. District Court for the Southern District of New York in connection with CBS' complaint seeking court action enjoining the FCC from putting into effect its drastic chain broadcasting rules on the scheduled date, Nov. 15.

Listing the 21 stations with whom negotiations have fallen off since the FCC announced its network rules on May 2, Mr. Akerberg in his affidavit declared that other conferences with two stations for CBS affiliation agreements have ceased "because of the danger of the denial of their licenses if they should enter into such agreements".

An appendix to the affidavit also presented copies of letters from 20 other CBS affiliates which in recent months have served notice of their intention to cancel or repudiate their contracts in view of the Commission's network order. In the same general tone, all the letters stated that as a matter of self-protection the outstanding contracts must be abrogated, although opportunity was sought to negotiate a new contract in keeping with the new FCC regulations.

Renewals Pending

"In the ordinary course of business we begin to negotiate for the renewal of existing contract from six months to a year prior to the date of termination of the contract," Mr. Akerberg explained. "In some instances, where the circumstances require it, we have begun negotiations for the renewal of an existing contract as long as two years prior to its termination.

"CBS has regular affiliation relationships with 115 stations licensed by the FCC; the termination dates of the contracts are staggered and the contracts terminate in different years and at different times during the year. The station relations department is therefore continually engaged in commencing, continuing and completing negotiations with various stations for affiliation agreements or for the renewal of such agreements.

"On or about May 2, 1941, we were engaged in conducting negotiations with various affiliates for the renewal of their affiliation agreements. The names of such stations follow: KFBB, Great Falls, Mont.; KGVO, Missoula, Mont.; CKAC, Montreal; WHIO, Dayton, O.; WIBX, Utica, N. Y.; WISN, Milwaukee; WCHS, Charleston, W. Va.; WPAR, Charleston, W. Va.; WMAZ, Macon, Ga.; WNBF, Binghamton, N. Y.; WHCU, Ithaca, N. Y.; WDBO, Orlando, Fla.; WKBH, LaCrosse, Wis.; KGMB, Honolulu; K H B C, Honolulu; WWNC, Asheville, N. C.; WDAE, Tampa, Fla.; WMT, Cedar Rapids, Ia.; KRNT, Des Moines, Ia.; WHAS, Louisville, Ky.; WWL, New Orleans, La.

"Negotiations for the renewal of affiliation contracts had been progressing with these stations for some time. All of the contracts subsisting between CBS and such stations, and for the renewal of which negotiations were proceeding between such stations and CBS on or about May 2, 1941, contained clauses referred to in Paragraph Fifth of the complaint in this action. These clauses have been the foundation of successful network operation and they are necessary to the continued existence of strong and successful network operation.

Other Negotiations

"As a result of the Commission order of May 2, negotiations with reference to the renewal of these agreements with the stations have been terminated because the order prohibits any licensee from entering into such contracts, under the penalty of the denial of the renewal of its license.

"In addition the station relations department has been negotiating with WGBR, Goldsboro, N. C., and WGTM, Wilson, N. C., for affiliation agreements of the kind specified in Paragraph Fifth of the complaint. These negotiations have ceased because of the danger of the denial of their licenses if they should enter into such agreements. As a result of the Commission order and its effect upon negotiation with stations for contracts or renewal thereof, the station relations department has ceased functioning in these matters completely and is unable to continue the regular conduct of its business.

"Not later than Nov. 15, 1941, when the said order becomes effective as to existing contracts, all the existing contracts of affiliation between CBS and licensees of the Commission must be abrogated or repudiated by these stations or they will face the certain denial of their licenses. As a result, many stations have threatened that they will cancel or repudiate their contracts of affiliation prior to the effective date of the said order, and many stations have already done so."

Letters included in the appendix were received by CBS from WADC, Akron, O.; WAIM, Anderson, S. C.; WRDW, Augusta, Ga.; KDAL, Duluth, Minn.; WERC, Erie, Pa.; KARM, Fresno, Cal.; WKNE, Keene, N. H.; WNOX, Knoxville; KOIL, Omaha; KGLO, Mason City, Ia.; WREC, Memphis; WQAM, Miami; KOMA, Oklahoma City; WMBD, Peoria, Ill.; KOY, Phoenix, Ariz.; KTUL, Tulsa, Okla.; WIBX, Utica, N. Y.; WNAX, Yankton, S. D.; KSFO, San Francisco; WKBN, Youngstown, O.

Cereal on Blue

CREAM OF WHEAT Corp., Minneapolis, for its hot cereal on Nov. 14 will sponsor the 9-9:15 a.m. period Fridays and Saturdays of the NBC-Blue *Breakfast Club* program originating from Chicago. Number of stations for that time have not yet been cleared. BBDO, Minneapolis, is the agency.

WJR Awarded Plaque For Services to Youth

Michael Church (r) of NYA Gives Medal to Fitzpatrick

IN APPRECIATION of the encouragement WJR, Detroit, gave the youth of America through its series, *Youth in the News*, the National Youth Administration recently presented the station with a bronze plaque in a half-hour broadcast. Leo J. Fitzpatrick, vice-president and general manager of WJR, accepted the award.

Presentation was in conjunction with the U of Michigan's 16th anniversary broadcast. Program featured U of Michigan music by the WJR chorus and orchestra and papers by Dr. Alexander G. Ruthven, university president; Waldo Abbot, director of radio at Michigan; and Orin W. Kaye, state administrator of the NYA. Congratulatory telegrams were received from Gov. Murray D. Van Wagoner and Dr. Eugene B. Elliott, state superintendent of public instruction. *Youth in the News*, presented Saturday mornings at a. m., dramatizes true stories of the outstanding achievements of youth in the fields of economics, business and citizenship during the preceding week.

Cotton Bowl to Gillette

GILLETTE SAFETY RAZOR Co., Boston, on New Year's Day will sponsor exclusively on MBS broadcasts of the Cotton Bowl game from Dallas, and the East-West football game from San Francisco.

WJLD are the call letters assigned to the new station in Bessemer, Ala., authorized Oct. 21 to J. Leslie Doss, manager of WJRD, Tuscaloosa, Ala. [BROADCASTING, Oct. 27].

INS
Radio Station KPAC, owned by Port Arthur (Tex.) College which features broadcasting training, subscribes to INS exclusively!
INTERNATIONAL NEWS SERVICE

Death Threat Seen in New Rules by Paley

Impaired Network Service Held Probable

A DEATH blow would be struck commercial broadcasting by enforcement of the FCC's chain-monopoly regulations, setting off a "descending spiral" in revenues which will result in less program service, fewer listeners, and the inevitable result of impairment of the full, effective and best use of radio facilities of the country, William S. Paley, CBS president, asserted in his affidavit filed in support of the network's complaint against the Government, seeking to enjoin the FCC from making its regulations effective.

The combined effect of the rules, Mr. Paley declared, "would be to destroy the present structure of network broadcasting". He predicted the result would be to "encourage irresponsible fly-by-night operations on a get-rich-quick basis, and to prejudice the permanent and stable network system which now obtains".

National Service

In his 38-page affidavit, Mr. Paley first described the physical characteristics of broadcasting and the role of the FCC. CBS, he brought out, includes 122 stations, 115 of which are independently owned affiliates and seven owned by CBS, one of the latter being leased. CBS programs now are available to over 90% of the nation's entire nighttime audience, he declared.

Describing the economics of broadcasting and the need for national service, Mr. Paley recounted to the court the manner in which broadcasting functions and the degree of competition now existing in the network field. He pointed out that MBS, which he described as "largely controlled by the *Chicago Tribune*, a newspaper, and R. H. Macy & Co., a department store", differs from CBS and NBC. Mutual, he said, "has no studios, maintains no engineering department, neither owns nor maintains any facilities for the production of programs, and does not originate or produce network program service such as is maintained by CBS and NBC".

He described it as an organization "devoted mainly to the sale of time of its affiliated stations for network broadcasting to national advertisers". Its commercial programs are produced by the originating station "or by the sponsor who buys time", he said, while its sustaining programs are "selected from among those produced by affiliated stations themselves, primarily as a part of the sustaining service of the stations for their own local listening audiences."

Mr. Paley pointed out that CBS leases program transmission service from AT&T for a minimum of 16 hours a day, at a cost of $2,000,000 a year. In 1940 alone, CBS expended in excess of $5,000,000 on sustaining programs and is committed to future payments in excess of $4,000,000 by long-term contracts for real estate, news services, special programs and musicians, he pointed out. Because of its strict adherence to high program standards, CBS has refused over $6,000,000 of network business tendered during a four-year period.

Would Be Immeasurable

To be useful to the national advertiser, the network must be able to provide him with an assurance of nationwide audience comparable to the assurance of nationwide circulation provided by magazines and other printed publications, he pointed out. National circulation for programs can be guaranteed only when outlets are fitted together like a jigsaw picture, so that there are no interstices or "blind spots" between neighboring affiliated stations.

Alluding to the FCC regulations, Mr. Paley said that if the make-up of the CBS network were to lose its stability through the sudden advent and departure of affiliated stations, "listening patterns would fluctuate wildly and the circulation which today results from the constant performance together of scientifically chosen outlets would not exist. What circulation would be produced if the outlets of a network were in continual flux might not be measurable and the advertiser would be reluctant and very likely even unwilling to buy the immeasurable". Nor would the advertiser embark upon the costly venture of a nationwide program series unless the relations between the network he selects and its affiliated stations are "sufficiently stable so that he may reasonably expect to maintain his coverage and enjoy the cumulative fruits of his efforts to please the listening public and promote sales of his product", Mr. Paley said.

This stability, fundamental to the practical existence of network broadcasting, Mr. Paley declared, "has been achieved by the practice of the network and the station in entering into an affiliation contract, pursuant to which the station becomes the network outlet in the station service area." He called the provisions of the existing CBS contract "indispensable to effective network broadcasting and to the fullest use of the radio facilities of the country". Covering the contribution of networks to American broadcasting, Mr. Paley said that the growth of the use of radio facilities of the nation could not have been accomplished without the practices of exclusivity and the call of option time.

Since 1934 contracts between networks and affiliated stations have been filed by stations with the Commission and considered in connection with applications for renewal of licenses and other petitions. CBS, relying upon the validity and subsisting effect of these practices and agreements, has devoted over $18,000,000 of assets to network broadcasting, he said. "Neither the Commission nor its predecessor has ever claimed heretofore the power to regulate the contractual relations between networks and their affiliated stations", he asserted.

Contracts on File

After reviewing the chain-monopoly investigation culminating in the amended order of last month, Mr. Paley said the approach of the Commission majority to the problems in the broadcasting industry was essentially "one of academic unreality" He said "this thesis is monopoly by Columbia and NBC".

Denying that monopoly exists in network broadcasting, Mr. Paley said the existing national networks are constantly engaged in vigorous competition for advertising sponsorship of commercial pro-

WHP Precaution

REALIZING the wisdom of the old saw "An ounce of prevention is worth a pound of cure" in connection with the local health authorities' announcement that an influenza epidemic is in the offing, Manager A. K. Redmond, of WHP, Harrisburg, Pa., has made arrangements to have the entire staff inoculated against the sickness.

WHO
(ALONE!)
for
IOWA PLUS!
DES MOINES-50,000 WATTS,
CLEAR CHANNEL

In radio, too,
it's Better to be Lower

Being in the right spot is important. Reminds us of WMCA. It has New York's *lowest* frequency (570 kc.) with enough power (5000 watts) to reach over 12,500,000 people without waste. The reason? Simple. *Low* frequency means *longer* wave-length; *longer* wave-length means *maximum* utilization of power. The best spot is the low spot.

WMCA
FIRST ON NEW YORK'S DIAL

grams, listeners who build the goodwill of their outlets and particularly for the best outlets in all of the desirable markets. Every outlet which is affiliated with CBS today has been free to change its affiliation upon at least one occasion since the formation of MBS, he said. Moreover, there is a substantial turnover in the constituency of each national network.

Need of Identity

"The jurisdictional phase of the entire Commission order as to chain broadcasting rests, I am informed by counsel and I believe, upon the narrow and delicate stem of a single conclusion of fact—the Commission's own conclusion that the public would be better served by radio if existing affiliation practices were to be suppressed, thereby creating a new era of competition in what the Commission calls the 'network-station' market".

Disputing this claim, Mr. Paley asserted:

Columbia's studios show that the flow of programs to listeners is steadiest when the identity of the outlet carrying the programs has been established. A change of outlets carrying a Columbia program upsets the listening patterns for that program, and it takes substantial periods of time before the listening patterns re-form around the new outlet.

This "network-station market" which the Commission is trying to create is not the familiar network-station market in which networks compete for contract affiliates. Instead, it is a market in which the networks would be in competition anew every time they sought outlets for a network program; where networks would engage in a sort of over-the-counter, per program competition. It is an abnormal market in which networks would compete, not for regular affiliates to carry all the network's programs, but for occasional outlets to carry particular programs. The Commission makes entirely clear that by "the network-station market" it means a market where networks compete not merely for contract affiliates but for outlets on a per program basis.

Thus the Commission complains, in the excerpt quoted above that: "Stations bound by the usual five-year exclusive contracts are not free to bargain with other networks for programs; (other) networks are not free to bargain with those stations for time"; and so a station which contracts with one network does not have constant access to the programs of every other network. At no time has the Commission been able to show that in creating this artificial market it is not, in obedience to a theory of its own, forcing the established major networks to cease being what they are today and to become something the precise nature of which no one can wholly foresee.

Theory of Competition

Citing the October opinion of the FCC where it criticizes exclusive option time because it "restricted competition in network programs", Mr. Paley said this represents a brand new theory of competition for network programs such as never existed in the broadcasting industry. In the period before NBC adopted a formal affiliation contract, the outlets of NBC "did not flit from network to network for their national network programs", he said. "There never was any such 'network-station market' as the Commission now has visualized."

The Commission's order, Mr. Paley contended, "puts an end to affiliation practices essential to the existence of network broadcasting". CBS, he declared, "questions only five of the eight rules promulgated, those which restrict the right of stations to enter into affiliation contracts with CBS.

"The effect of the challenged rules", continued the affidavit, "will be to destroy efficient network broadcasting, reduce the number and quality of nationwide programs, and make the country's largest and most powerful stations even more dominant at the economic expense of the smaller stations. Instead of carrying out the professed objective of the Commission, namely the fullest and most effective use of the radio facilities of the nation, the order will in fact impair and restrict their use, contrary to the public interest."

Exclusivity Rule

Discussing the rule against exclusivity, Mr. Paley stated:

Rule 3.101 prohibits a station from entering into an agreement with CBS pursuant to which the station agrees that it will not accept network programs from any network except CBS. Rule 3.102 prohibits a station from entering into an agreement with CBS to obtain CBS's exclusive services within the listening area of the station. These rules prohibit mutual exclusivity of affiliation between Columbia and its outlet stations. These rules may well result in breaking up CBS as well as other national networks, and certainly will cause a contraction in the number of network programs, and a lowering in their quality and standards.

Rule 3.102 as amended in October forbids mutual exclusivity and then provides:

"This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization."

Only one station in each area could be given "the first call" upon Columbia's network programs; but the consideration flowing to Columbia for making that one station Columbia's outlet is today the ability to help that station build an audience and to sell that station's time for network commercial programs. Rule 3.104, as will be seen, destroys Columbia's opportunity to benefit by the bargain.

This one-way street apparently was devised by the Commission after it had found that under the rules as promulgated it was impossible to meet the objection that, with no two-sided affiliation arrangement between networks and stations, the best programs would gravitate to the most powerful stations and the weaker stations would be impoverished. But the Commission obviously expects established networks to grant this one-way option without any quid pro quo, while an unsecured reward is created for the mere adventurer in radio. Any irresponsible newcomer to the network field is left free to pick the choicest stations on all networks, while organizations with standards and character, having sizable commitments, are asked to bind themselves to outlets often not the most desirable. This wholly artificial arrangement can only usher in twilight for the present network system.

The interdict against territorial exclusivity strikes directly at the stations. The majority of the more desirable Columbia affiliates have made their network affiliation a part of their identification to the public—to listeners through station announcements of network and non-network programs alike, to the commercial world by styling themselves *the* Columbia outlet in the territory upon their letterheads and in their industry advertising.

Incentive to Selling

The covenant of the affiliated station to the network that the station will not, during the term of the affiliation contract, accept programs from a competing network provides an incentive for CBS to promote sale of the station's time to national advertisers and protects CBS against the possibility that a competing network will be the beneficiary of the investment made by CBS in such promotion. It also provides the incentive for CBS to produce good sustaining features, to develop an audience for the station which will be of continuing interest to national advertisers. Exclusivity of affiliation permits the station to advertise itself as the CBS outlet in its area and thus to take advantage of the national prestige.

The network advertiser wants the biggest continuous nationwide audience he can obtain, at a reasonable price and with the assurance that he can retain it so long as his programs are popular. It is just this assurance which exclusivity tends to create.

Under the Commission's rules the networks would have taken from them the opportunity and inducement to build circulation for themselves and their affiliates on a permanent basis. The rules place the networks in the position that a newspaper or a magazine would be in if it could build circulation only to share that circulation with competitors, and if it had no certain stake in its own ingenuity, enterprise and character building.

Taking up Rule 3.104, as amended, banning exclusive options, Mr. Paley said it continues the absolute

ANNUAL APPRECIATION DINNER of WIRE, Indianapolis, Ind., was attended last Oct. 20 by more than 500 persons. Among those at the speakers table were (l to r): N. G. Mason, secretary-treasurer of WIRE; Paul McCluer, sales manager of NBC Chicago; Roger Reynolds, advertising manager of the *Indianapolis News;* and Rex Schepp, business manager of the station.

THE HEART OF NEW ENGLAND
WLAW 5000 WATTS

They Put It At 680.....and They Stay PUT!

This is not just an idle claim, but a fact based on an exhaustive study of radio listening habits in the Merrimack Valley area. Write for complete information and learn why so many advertisers are making WLAW a "MUST" in New England.

WLAW
LAWRENCE, MASS.
5000 WATTS • 680 KC.
COLUMBIA AFFILIATE
National Representatives
THE KATZ AGENCY, Inc.

FM
with Simplified CIRCUIT DESIGN
GENERAL ELECTRIC

1340 WINX Washington's Own Station
WIN WASHINGTON WITH WINX
WINX BUILDING • WASHINGTON, D. C.

prohibition against the giving by stations of exclusive options to networks, but provides that an "option", not exclusive against other network organizations, may be given by a station to national or regional networks for the broadcasting of network programs during not more than three hours in each of the four segments into which the broadcasts day is divided.

When a network's option upon the time of a station ceases to be exclusive as against other network organizations", Mr. Paley contended, "it ceases to be an option", but becomes "a mere opportunity for the network to offer a program or program series to the stations and try to conclude a contract with enough stations in important markets to satisfy the advertiser."

Disputing the FCC's interpretation of the effect of the "non-exclusive option", Mr. Paley said it will not enable networks "to clear the same period of time over a number of stations for network programs". If CBS' "option" during the period from 8 to 10 p.m., on a Tuesday evening means that the time of the outlets is available for CBS' sponsor "provided that five other network organizations (national and regional) do not make the station contracts first", he insisted, "then Columbia must contract with its sponsor subject to a sheer gamble that the time can be cleared and the advertising contract performed".

The prohibition of exclusive option time will make the clearing of time for the arrangement of a national network program "an almost impossible task", Mr. Paley declared. Advertisers do not determine to use network broadcasting to sell their products only 24 hours prior to the time of the program, he recited. It sometimes takes months of planning, market study and research, program planning and negotiations before an advertiser decides whether or not to use network broadcasting and thereafter what stations and programs to utilize, the court was told.

Assurance Needed

Under the FCC rule, the network might spend months in convincing the sponsor, in helping him select the territory in which to broadcast his program, the stations to utilize, the character of the program, and the talent, "and then find itself unable to provide either the stations or the time desired by the advertiser in the markets which he desires to cover", Mr. Paley said.

"It would be impossible in practice to operate a network such as that of CBS if CBS did not know in advance what circulation it could deliver, what stations it had to offer and what time on those stations was available for use by prospective advertisers", continued the Paley affidavit. "This is precisely the kind of assurance the rival media are able to provide and the kind of assurance which the advertiser requires before he is able to make any intelligent selection of his medium, before he does, in fact, select the medium."

Alluding to the rule requiring 56 days notice, instead of the current practice of 28 days, Mr. Paley said in this the FCC "strikes a needless blow at the flexibility of the highly competitive network advertising business". While there is frequent need for negotiation in advance for network programs, he said that on the other hand, a variety of reasons in the industrial world will cause advertisers to desire to start an advertising campaign swiftly. Newspapers and magazines will continue to be able to accommodate such advertisers, "whereas network broadcasting will be working under an unnecessary handicap which will weaken it in competition with other media and cause it to lose important business".

Under the rules, Mr. Paley said, the network could not agree, as it does now, to supply a minimum number of hours per week of network sustaining and sponsored programs at a time when "all certainty as to the outlets for network commercial programs is destroyed". He predicted the sustaining program service provisions of present contracts "will go out because existing incentives for the production of sustaining programs will cease".

Sees Network Decline

"The inevitable result," he continued, "will be the decline of the networks as producers and suppliers of programs which the stations now receiving such programs are unable to provide for themselves. Thus networks are relegated principally to the role of time brokers, agencies for the sale to network advertisers of the time of such stations as will engage them to make such sales. It will enable anyone, without the necessity of having a network organization geared to the production of network programs of quality, to buy wire connections and sell the time of whatever stations he can obtain, for any specific commercial programs.

"Not being subject to the expense of operating an organization for the building of programs, with the investment which that entails, such agencies will be in a position to cut the rates to the advertiser, or to give to the station a greater share of the network revenue. Indeed it would be perfectly possible for such an organization both to cut the rates to the advertiser and to give the station a greater share of the revenue, as a result of operating without the trained personnel, the elaborate organization, the talent commitments, and all the other investments and expenses, which make possible the operation of a major network like CBS. The result of the Commission's order will be to encourage irresponsible fly-by-night operations on a get-rich-quick basis and to prejudice the permanent and stable network system which now obtains.

"Unlike Columbia, Mutual has no studios, maintains no engineering department and does not produce programs, except European news broadcasts. It is thus relieved of the expense incidental to such operations and to which CBS is now subject. Mutual is in a position, once these Rules take effect, to charge less than CBS or NBC for obtaining the use of the facilities of the same stations which CBS or NBC would be in a position to offer."

Decline in Service

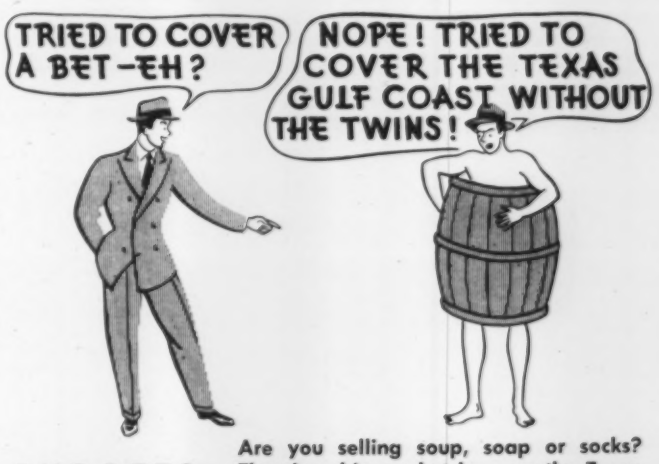
A contraction in network income from the breakdown of the principle of exclusive affiliation and option time "must certain result in a contraction" of services which are financed from current operations, such as international broadcasting, television, and the development of a Latin-American network. CBS is budgeting $500,000 a year for operation of the Latin-American venture, Mr. Paley said, while it is developing television at an annual expenditure of $800,000 a year, and is spending about $500,000 annual to cover every phase of the European war and the concurrent developments in America.

If networks are to engage in "free-for-all competition on a per-

IT'S KDKA'S 21st
Westinghouse Station Holds Nov. 2 Celebration

KDKA, Westinghouse station in Pittsburgh, celebrated its 21st birthday Nov. 2. For it was on Nov. 2, 1920, that the station began an organized service of regularly scheduled radio programs.

To open the new service, station officials waited for the Harding-Cox election returns, and put them on the air. The first transmitter was a 500-watter, considered a veritable powerhouse in those days. The modern KDKA transmitter is a 50,000-watter, operating on the 1020 kc. clear channel. And whereas the first studios were in the home of Dr. Frank Conrad, a Westinghouse official, at Wilkinsburg, near Pittsburgh, the present up to date ones are in the Grant Building in the heart of the city.



BUDGETS
S-T-R-E-T-C-H
• *through our* COMBINATION RATES
• . . . *and* BONUS POINT ADVERTISING

Are you selling soup, soap or socks? There's a big market here on the Texas Gulf Coast. Defense, cattle, cotton and oil are all booming now. Everyone has money to spend and somebody's going to get this money. It might as well be you—it will be you if you tell your story through the only combination to blanket the heart of this area.

National Representatives:
THE BRANHAM COMPANY

KXYZ ★ KRIS
HOUSTON — NBC • Blue
CORPUS CHRISTI — NBC • Red and Blue
Both Stations MUTUAL and LONE STAR CHAIN affiliates

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

program basis, with the first network which sells a particular period having the station as its outlet for that period," Mr. Paley declared, "then affiliation has lost all its meaning and the contract period could as well have a 20-year duration as a two-year one."

Taking up Rule 3.105, which prohibits the station from making any contract with a network which prevents the station from rejecting network programs which the station reasonably believes to be unsatisfactory, and under other specified conditions, Mr. Paley said if it is intended by this rule to secure stations in their right to substitute sustaining programs for a network program, there can be no complaint concerning it. If, as its wording suggest, the rule proposes to enable stations to reject network commercials which they have already agreed to accept, simply because the station prefers another commercial, "the rule will discourage the use of networks by advertisers."

Text of Summary

The full text of the summary of Mr. Paley's affidavit follows:

The combined effect of the rules complained of would be to destroy the present structure of network broadcasting. Burdens will be imposed upon that structure which will render it less able to meet thé needs of the advertiser. A decline in the ability to meet the advertisers' needs will mean a decline in the use of network broadcasting by advertisers and in consequence a reduction in the revenues. The result of this will be less program service, then fewer listeners, and so begins a descending spiral in revenues, rendering the stations less able to serve the public interest. The inevitable result of the Rules must therefore be to impair the full, effective and best use of the radio facilities of the country.

Moreover, the Rules will compel CBS to alter fundamentally the structure and character of its business. In its present method of operation, CBS delivers sustaining programs to the station without direct charge for programs and in most instances without charge for telephone wires to deliver them, and it shares the revenue from commercial programs with the station. CBS is compensated for the costs of producing its sustaining program service, and the cost of the wires necessary to deliver that service, by having the station as an exclusive affiliate, by having an option upon its time for network sales, and by its share of the revenue from network broadcasting. Under the Rules, the service provided to the station by CBS can no longer bring these compensations.

Finally, the broadcasting business is being thrown into confusion and uncertainty by the effect of the Rules upon advertisers, stations and networks. Some advertisers are uncertain and disturbed by the inability of the networks to assure availability of outlets. For this reason they are considering the diversion of their advertising expenditures to other media. Confusion and complications are attendant upon the wide arrangements to be made for program distribution under the Rules. The cost of permanent wire connections to all stations by any single network is prohibitive. There is no way of telling to which stations CBS should obtain permanent wire connections; the number and the cost of temporary wire connections cannot be determined.

There is confusion and uncertainty as to which stations will be connected by wire to which networks for purposes of national defense and national emergency. CBS has been unable to determine how and under what conditions sustaining programs will be delivered an dto which stations. The Commission itself is unable to determine how networks will operate under the rules as promulgated.

Networks are today the greatest and most expeditious means of mass dissemination of news, information and public discussion. They are peculiarly a vital factor of national defense in the present emergency. The inevitable uncertainty, chaos and confusion which the rules will cause is contrary to the public interest.

10. Irreparable Injury. The rules impair Columbia's freedom and ability to enter into the affiliation contracts described in the complaint and in this affidavit. Chairman Fly has stated that any station which had such a contract after the effective date of the rules would lose its license. As to existing contracts the rules are to take effect November 15,1941. In all other respects the rules became effective May 2, 1941.

Breaches of Contract

Some stations having such contracts with CBS are refusing to renew them; some stations having such contracts are threatening to cancel or repudiate them and some stations have already cancelled or repudiated such contracts, on the ground that the rules prohibit them. The stations are refusing to renew such contracts because of the drastic penalty for entering into contracts in violation of the Rules, in the event they are held to be valid.

Columbia is required to contract for adequate space, technical equipment and program material in advance in order to carry on its normal course of business. Because of the uncertainty as to whether it will obtain relief from these rules, Columbia is now unable to contract and arrange for such program material, technical facilities and the like. The Commission's order has already made advertisers doubtful of the continuance of network service, of the availability of network facilities and of the performance of the existing network facilities contracts. This situation seriously jeopardizes Columbia's revenues, the orderly conduct of its business, and its ability to continue its present program policy and service.

Immediate injunctive relief is necessary to protect Columbia's business from disruption. A final adjudication, after a full hearing by this court, that the rules are invalid would, in the absence of interim protection, leave the plaintiff irreparably injured. Affiliated stations have already taken action jeopardizing Columbia's business and the continuity of its services, and advertisers have already indicated serious doubt as to the continuance of their present arrangements. Grave jeopardy is imminent. Not later than the date when the rules become applicable to existing contractual relations, existing values will be destroyed beyond repair.

Listeners will be lost and advertisers will be diverted to other media and as a result the plaintiff will lose its good will, built up through its having furnished a regular, uninterrupted service for many years. Unless temporary relief maintaining the status quo until a determination of the validity of the rules be granted, plaintiff's final relief in this action will be futile. Since the industry has functioned with public approval for over fourteen years, and since no interest is harmed by its present operations, no injury will result from suspending the rules until final disposition of this case.

FCC Sets Aside 50 kw. Grant for KQW On KSFO Protest; Sets Joint Hearing

BY A 4-2 VOTE, the FCC last Wednesday set aside its action granting KQW, San Jose-San Francisco, a construction permit for 50,000 watts on 740 kc., on petition of KSFO, San Francisco, and designated both applications for simultaneous hearing. Action came on the petition of KSFO, which previously had been designated for hearing on its 740 kc. application.

The vote marked a new division on the Commission, with Chairman Fly and Commissioner Payne voting against the KSFO petition, while Commissioners Craven, Case, Walker and Wakefield voted affirmatively.

CBS-KQW Contract

On Sept. 9, largely at the instance of Chairman Fly, the FCC granted the KQW application for 50,000 watts on the 740 kc. frequency which it now occupies, subject to a plan of independent financing. It simultaneously set for hearing the KSFO application for the same frequency with 50,000 watts, KSFO having suggested that the Commission shift KQW to its present facility of 560 kc. with 5,000 watts day and 1,000 watts night.

Last month, CBS announced that it had entered a contract with KQW under which the station will become the CBS Bay Area outlet, effective Jan. 1, replacing KSFO. KSFO, owned by Wesley I. Dumm, San Francisco businessman, plans to begin independent operation with the termination of its CBS affiliation [BROADCASTING, Oct. 13].

The Commission announced it had granted the KSFO petition, filed by former Commissioner E. O. Sykes, and that a consolidated hearing had been ordered on the competitive applications. The further request of KSFO that the hearing be held in San Francisco was denied. KSFO contended the Commission had "unwittingly done a grave injustice" to KSFO in granting the KQW application. KQW, through its attorney, Elmer W. Pratt, had asked the Commission to dismiss and deny the KSFO petition on the ground that it was not a "party aggrieved or adversely affected".

General Foods Sports

ALTHOUGH rumor has it that General Foods Corp., New York, is planning to sponsor an extensive list of baseball broadcasts next season for its cereals, and that its two New York agencies, Benton & Bowles and Young & Rubicam, have been making surveys of the general baseball situation, spokesman at the agencies would give out no definite details.

HOWARD R. IMBODEN, editor and publisher of the *Southwest Times*, Pulaski, Va., has applied to the FCC for a new station in Pulaski, 250 watts unlimited time on 1230 kc.

EX-COLLEAGUES met when Dick Carey, formerly KMPC, Beverly Hills, Cal., announcer, who is now in Navy air training, was interviewed by Fred Henry, station's news and special events director, during a recent broadcast of the weekly quarter-hour *Your Navy Today*, remoted from the Naval Reserve base at Long Beach, Cal. Series originates from various naval land and sea bases in the Southern California area, and features interviews with the staffs.

WHN 50 KW. TESTS FORCE WINS MOVE

WHEN engineers of WHN, New York, began testing the station's new 50,000-watt transmitter at East Rutherford, N. J., recently they found that to put it into actual operation would completely disrupt operations of WINS, New York, whose transmitter is located at Carlstadt, N. J., only 3,000 feet away.

Problem was solved by a device unique in radio history, whereby WINS has taken over the 5,000-watt transmitter at Astoria, Long Island, previously used by WHN, which is now operating from its new location with its auxiliary 5,000-watt transmitter pending completion of tests and the beginning of regular operation with 50-kw. within the next two weeks.

Agreement was worked out between Herbert L. Pettey, director of WHN, and Major E. M. Stoer, general manager of Hearst Radio, owner of WINS, after consultation with FCC engineers and application for formal approval, which the Commission granted, and went into effect last Wednesday when WINS began using the WHN Astoria transmitter, which will continue as the source of WINS programs until completion of the new WINS 50-kw. transmitter, now under construction at Lyndhurst, N. J. On Wednesday afternoon the interfering WINS towers at Carlstadt were demolished.

SUIT by CBS against Harold Guerin and J. Louis Albert, partners doing business as CBS Advertising Inc., was settled in New York Supreme Court last week when CBS received a perpetual injunction restraining the defendants from using the words in the name "CBS".

We have the peak soil conductivity in the U. S. . . . plus the Joe Louis "punch" of a 580 kc frequency. The result is RESULTS!

WIBW The Voice of Kans in TOPEKA

WSB Revives Its 500-kw. Application, Seventh Stations Seeking Superpower

SEVENTH aspirant for superpower operation was disclosed last Tuesday with the reviving of a 1936 application by WSB, Atlanta, licensed to the *Atlantic Journal*, for an increase in power from its present 50,000 watt operation on 750 kc. as the dominant Class I-A station to 500,000 watts on the same frequency. A fortnight before WHAS, Louisville, had swelled the list to six by formally submitting to the FCC its request for 500,000-watt operation.

Already pending before the Commission were the applications of WLW, Cincinnati, for 650,000 watts, WOAI, San Antonio, seeking 50,000 watts, KSL, Salt Lake City, for 500,000 watts, and WSM, Nashville asking 500,000-watt operation [BROADCASTING, Sept. 15]. Similarly the application of WHO, Des Moines, for an increase to 50,000 watts is reported to be about ready for filing.

Defense Measure

The KSL application had been pending before the Commission since 1936 and last Aug. 20 a petition seeking FCC action was filed. WSM on June 3 did likewise by reviving and amending its application, pending since 1936. WOAI's request was entered Sept. 9, while WLW submitted its petition seeking 650,000 watts during regular operating hours on June 21. WLW is now using 500,000 watts output between midnight and 6 a.m. [BROADCASTING, July 7].

The WSB petition seeking action on the application filed with the Commission by Joseph E. Keller, attorney for the station, urged that the increased power be given to WSB as a national defense measure by permitting the station more adequately to serve the rural areas of the Southeast.

Due to its location in Atlanta, a key city of the South, as well as an agricultural marketing center and a redistribution point for fruits, vegetables and much of the district's live stock. WSB has come to be a source of valuable marketing information for the area, the application states. Due to the emergency now existing and the call being made upon farmers to make drastic changes in their farm operation. WSB contends that its facilities would more effectively cover this area if granted.

At present, the petition further reveals, due to the high static level in the summertime as well as the man-made static level that generates from the industrialization in the Southeastern sector, the efficiency of the present WSB signal in serving the rural district, is lessened. Granting the increase, WSB concludes, would make excellent service available during a greater percentage of time.

In 1936 there were 13 stations which had pending applications for 500,000 watts, which precipitated the so-called superpower fight. Now in the suspense file are the applications seeking this output of WOR and WJZ, New York; WGN, Chicago; KFI, Los Angeles; WJR, Detroit; WGY, Schenectady. The status of certain of these channels, however, has changed since 1936.

Action on the superpower issue by the FCC is seen as imminent as a defense emergency measure. That the Commission is disposed to modify existing regulations to permit power in excess of 50,000 watts has been indicated for several months. The Defense Communication Board, of which FCC Chairman Fly is head, had emphasized the need for providing broadcast service to remote areas in a recent announcement [BROADCASTING, Aug. 11].

AFFIDAVIT FILED BY WOW

WOW, Omaha, could not broadcast high-quality and diversified programs without considerably increasing the expense were it to operate without benefit of its present NBC contract, the Red outlet declared in an affidavit filed Oct. 7 in the U. S. District Court for the Southern District of New York, by John J. Gillin Jr., general manager of WOW.

After reviewing the history of WOW, owned and operated by Woodmen of the World Life Insurance Society, Mr. Gillin's affidavit explains that the station has a present value of approximately $1,715,000 and in its 18 years of operation by the Society, has created values of over $500,000 in goodwill.

This broadcast structure faces irreparable injury unless enforcement of the FCC network-monopoly order is restrained, according to the affidavit. Three main points are brought out by Mr. Gillin:

A. The Society will be forced to breach the existing contract with NBC with resulting danger of a suit for damages by NBC.

B. The Society will lose revenues from the broadcasting of commercial programs under said contract.

C. The station will be deprived of good-will built up by its affiliation with NBC over a 14-year period.

About half of the broadcasts of WOW are NBC-Red programs, the affidavit explains, with revenue derived by WOW from NBC network programs consistently amounting for several years to more than $100,000 a year.

The WOW service, which the affidavit says reaches millions of listeners in the territory adjacent to Omaha, is based largely on the high quality of sustaining and commercial programs received from NBC. Without the aid of the organization and facilities of NBC, it continues, in furnishing these high quality sustaining and commercial progrmas, it would be impossible for WOW adequately to serve its listening audience without great additional cost in personnel, equipment and facilities.

It is further stated that the additional cost of providing programs of this caliber would impair the revenue producing ability of WOW, and if the same high quality of program material were not maintained, the station's popularity with its present audience would be materially reduced, with a resulting reduction in the value of the station as an advertising medium.

The affidavit states that "the order of the Commission requires in effect a revision of the existing contract between NBC and the Woodmen of the World Life Insurance Society, under penalty of losing its license to operate said station WOW. Affiant is informed and verily believes that NBC cannot profitably operate network broadcasting under the rules promulgated in the order and continue to supply the same high quality of programs.

"The order places the onus on WOW of breaching the existing contract by either failure to broadcast the network programs offered under the option time provisions of the contract or closing down the station, in violation of the express provisions of the existing contract. As a result the Woodmen of the World Life Insurance Society is in imminent danger of being subjected to a suit for damages for breach of the existing contract.

"The revenue of WOW, as well as of radio stations generally, is derived entirely from the sale of radio time to advertisers. The rates for radio time on station WOW, as well as on all other radio stations, are based upon the circulation that they can offer to the advertiser, that is to say the probability that prospective customers will be listening to the programs being broadcast by the station. The probability that a large number of prospective customers will be listening is increased if the programs broadcast by the station are of constant high quality and standard, whereas there is less probability of a large number of prospective customers listening if the programs are consistently of poor quality and of little general interest to the listening public."

Turn the Tables!

Give lagging sales a healthy dose of WAIR and watch volume shoot skyward. We've GOT SOMETHING and what we've got you need!

WAIR

Winston-Salem, North Carolina

National Representatives

International Radio Sales

Carries more local advertising than any other tri-city station by more than 3 to 1!

WTRY

TROY, N. Y.

1000W 980KC

Basic N B C Blue

An H. C. Wilder Station

Represented by Raymer

5,000 Watts Day
1,000 Watts Night

WMC NBC RED NETWORK

MEMPHIS, TENN.

THE *Billion Dollar* MARKET

★

Represented Nationally by THE BRANHAM CO.

★

Owned and Operated by

The COMMERCIAL APPEAL

★

MEMBER OF SOUTH CENTRAL QUALITY NETWORK

WMC—Memphis WJDX—Jackson, Miss.
KARK—Little Rock WSMB—New Orleans
KWKH-KTBS—Shreveport

WDSU

NEW ORLEANS

soon will be

5000 WATTS

Day and Night

WEED AND COMPANY

National Representatives

New York • Detroit • Chicago
San Francisco

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS

DAY AND NIGHT

COLUMBIA AND MUTUAL NETWORKS

PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

Trammell Condemns Rules as Radio Threat

Files Strong Plea For Injunction Against FCC

ON THE BASIS of "arm chair theories" a majority of the FCC would "destroy the structure supporting American radio", Niles Trammell, president of NBC, asserted in his affidavit filed with the U. S. District Court for the Southern District of New York, in support of the NBC-WOW-WHAM complaint challenging the validity of the FCC's so-called chain-monopoly regulations. He vigorously joined in the plea for temporary injunctive relief, to thwart a Nov. 15 effective date for the regulations as well as the plea for a permanent injunction against the Commission.

Mincing no words in his condemnation of the regulations, Mr. Trammell in his 34-page affidavit first traced for the court the history of network broadcasting and gave a description of the factors which enter into successful network operation.

National Aspects

It is network broadcasting that enables nationwide broadcasting to be effected and that reflects the national aspects of the radio industry as distinguished from those of purely local character and significance, he said. The average local station is incapable of selling enough advertising locally to round out its broadcasting schedule with commercial or sustaining programs in any way comparable with the quality of those furnished by the network organizations, he said.

This conclusion is confirmed by the unanimous result of surveys indicating that the audience of a station with a network affiliation is greater than that of a comparable station without such affiliation. The 310 standard broadcast stations not affiliated with any network in 1938 operated at an aggregate loss in that year of approximately $150,000, he said, 162 of them showing net income aggregating $888,493 and 148 of them showing net losses aggregating more than $1,000,000.

In carrying the court through the early development of radio, Mr. Trammell described in detail the manner in which commercial and sustaining programs are developed, how a network functions, the competition now existing in the field and how NBC in the first instance undertook operation of two rather than one network. "It took bold money, guts and brains to build in a field which was then new and hazardous," he said in harking back to NBC's organization in 1926.

Declaring that NBC invited competition at the outset and in 1927 it welcomed the organization of CBS, Mr. Trammell said that station demand for still more network service, however, finally induced NBC to initiate its second nationwide radio network in 1927. Between 1927 and 1934, the pioneer years of network broadcasting, he said this service was developed and expanded throughout the worst years of the greatest depression this country has known. The value of the public service which was rendered during those years "is incalculable", he declared.

Ultimately in 1934, MBS was organized and it attained a national status in 1936.

Long Experience

"The network broadcasting services rendered by NBC today are the product of 15 years of informed experience," Mr. Trammell said. "Its organization has been conditioned by the needs of its growing nationwide business. If these needs are disregarded in any effort at overnight reorganization of the industry, as they are by the order of the Commission, network broadcasting as it exists in the United States today and substantial values dependent thereon will be irreparably damaged."

Aside from network broadcasting, other services such as the international shortwave field which is not commercially self-supporting, will suffer. These services have been maintained by NBC and CBS out of revenues derived from standard broadcast operation. Similarly, television and FM, two new forms of broadcasting, must rely for support of moneys derived from other sources.

After describing the nature of NBC affiliation contracts, which are outlawed under the FCC regulations, Mr. Trammell said the item of wire lines alone, borne by NBC, amounted to more than $3,600,000 in 1940. He called the optional time provisions the "balance wheel which regulates the cooperative efforts of the network organization and its affiliated stations in the production of a nationwide broadcasting service." It affects every aspect of network business, including the relations between the network organization and advertisers as well as the relations between the network organizations and affiliated stations.

The national advertiser negotiates for and buys time solely on a commercial basis, Mr. Trammell said. "He will insist upon a national circulation and, if he cannot get it from the radio network, he will divert his money to national magazines and other printed media, to the detriment of the radio service."

How Option Time Works

Describing the manner in which national option time functions, Mr. Trammell declared:

Such advertisers, spending considerable sums on an advertising campaign, negotiate contracts covering the same well in advance and there is keen competition for their business. The optional time provision in network affiliation contracts enables the network organizations to negotiate with such advertisers on the basis of an assured national coverage up to 28 days prior to the first program. It also enables the networks to enter into a contract with such advertisers as soon as the parties have agreed upon terms.

It must be remembered that NBC's Blue network, for example, has 99 affiliates, each of which is compiling daily its individual schedule of commercial and sustaining programs. Under such circumstances, there is every likelihood that NBC will find, upon investigating the possibility of scheduling a network program for a certain hour of a specific day, that a number of stations will have conflicting commitments. In the absence of network optional time, any single station required by the advertiser would be able to override the desire of all of the other stations to carry a particular program.

At the present time, an advertiser using the Red network during the evening hour is required to contract for the use of a minimum of 50 stations, of which only six are operated by NBC itself. Consequently, in the absence of network optional time, each and every advertising contract negotiated for such hours on the Red network would require successful negotiation by NBC with a minimum of forty-four stations.

Sponsors Must Know

From the point of view of NBC's relations with advertisers, network optional time on a firm basis is a sine qua non of negotiation and contracting. The advertiser wants to know what he is buying before he buys it. If a tentative period of time is fixed for his program, but no contract can be entered into before 44 stations have been contacted and the objections of each overcome, the advertiser may well have changed his mind. If stations refuse for any reason to clear time for the advertiser's program, he may refuse to consider a substitute period. Without optional network time, therefore, NBC must deal with advertisers on an "if, as and when" basis, and this is an impracticable basis upon which to conduct any large business enterprise.

From the point of view of NBC's relations with its affiliated stations, network optional time is necessary in order that the business may be conducted on a big enough scale to pay the out of pocket expenses thereof. As will hereinafter be more fully explained, NBC's annual expenses for network and key station operations, exclusive of all shortwave or other non-standard broadcasting expenses, aggregate more than $17,900,000. It is a human impossibility to obtain unanimity among the large number of necessary affiliates a sufficient number of times to carry this load.

It must be remembered that the [illegible] hours governed by network optional time leaves ample periods within which stations can schedule local programs since the majority of such stations have a daily broadcasting schedule of from 16 to 18 hours. What is more, the programming of a single station operating under these optional time arrangements is infinitely simpler than the programming of a network in the absence of such provisions.

Sustaining Programs

Covering sustaining programs, Mr. Trammell said they have a three-fold importance—quality, popularity resulting in goodwill and necessity for efficient network operation. He cited the various outstanding sustainings on NBC, pointing out for example that the *National Farm & Home Hour* results in an expenditure of $100,000 a year.

During 1940, NBC sustaining, covering 35,000 broadcasts, entailed an expenditure of more than $3,000,000 for talent and materials alone. During the same period NBC's other expenses for network and key station operations, such as rent, sales, wirelines, engineering staff, etc. aggregated over $10,900,000.

Networks must graduate their rates to advertisers upon the basis of circulation that they can offer, Mr. Trammell recited. Any change in the provisions of affiliation contracts which would inhibit the network works from offering its full circulation, "will endanger the entire network broadcasting structure as it exists today."

"Any hindrance to the ability of a network to offer its full circulation as based upon the affiliated stations available for a particular program, or the availability of a station in any key market, will result in an inevitable spiral of injury to the network's economic interests, which increases in geometric progression, because any interference which blocks off affiliated stations necessarily lowers a network's revenues and this, in turn, requires a curtailment of program service which, in turn, further

V MEANS SAFETY in West Virginia as Col. John W. Bosworth (right center), superintendent of the state public safety department launches a new drive on West Virginia Network. Here he presents a V to Harold C. Miller (left center), news editor of WCHS, Charleston. Looking on are Program Director Bill Adams and Announcer Fred Parsons of WCHS.

creases the revenue to be received by the network."

Outlining the injury threatened by the order, Mr. Trammell said it "impacts" network broadcasting at two vital points—by revising contractual arrangements between stations and networks in a way which will make adequate nationwide broadcasting impossible and seeks to prohibit ownership by a network of more than one station in a given locality, and ownership by a network organization of the only, or the most desirable, station in a given locality.

Need of Options

The "vice" of the time option ban was declared by Mr. Trammell to be its failure to recognize that a network must be able to "clear time on affiliated stations in order to render a nationwide service and that the identity or character of the organization which interferes with such clearance is immaterial."

Under existing procedure, NBC requires an advertiser using the period during evening hours to contract for a minimum of 50 stations, of which only six are operated by NBC. Thus if option time is prohibited, every contract negotiated for such hours would require negotiation by NBC with a minimum of 44 stations. Each of these stations would, under the Commission's amended order, be scheduling the programs of other networks. The problem of clearing time is intensified when one considers it in connection with the Blue network, which has 99 affiliates and the fact that this clearance must be accomplished for each of the many network programs broadcast.

In order to save itself and its affiliated stations from damage, he said, NBC would have to accomplish this feat a sufficient number of times annually to assure itself of a gross income of more than $20,000,000, which amount is spent in maintaining NBC's network and key station broadcasting services exclusive of wireline.

Continuing his criticism of the national time ban, Mr. Trammell said:

> Thus, elimination of network optional time on a firm basis under the order of the Commission will cause irreparable injury to NBC and its affiliated stations by making it financially and physically impossible to handle a sufficient volume of business to support the existing programs of the network organization. Abolition of such optional time will inevitably lead to increased expenses to NBC and its affiliated stations as well as a reduction in network rates, a resulting loss in revenue and a consequent diminution in the quality of programs, thus setting in motion a vicious descending spiral. Such injury will result from the Commission's order even though NBC and its affiliated stations take no action other than to amend their respective affiliation contracts so as to bring them into conformity with the Commission's order.

The requirement that the station may agree to clear its time of non-network programs only upon 56 days' notice will have the practical effect of an absolute prohibition against network optional time. It is a matter of common knowledge in the advertising business that national advertisers insist that a specific advertising program be placed before the public shortly after the contract is signed. This insistence is not peculiar to radio advertisers. For example, magazines having a national circulation have found it necessary constantly to shorten the period between the closing of an advertising contract and its publication.

Practical Needs

The 28-day notice required in existing option time provisions was not determined theoretically, but is the result of an experienced balancing of the needs of the stations and needs of the advertisers, since the networks must satisfy the legitimate needs of both in order to exist. The 56-day period flagrantly disregards the practical necessities of the advertising business. National network organizations will have to satisfy the advertisers by clearing time on less than 56 days' notice under penalty of losing to competitive advertising media the revenues which support the existing broadcasting services. As a result, NBC will have to negotiate for time on its affiliated stations on the basis of the 28-day notice period which has resulted from experience and in so doing will be unable to clear such time as against local commercial programs, local sustaining programs and other non-network programs, any one of which may defeat the scheduling of a network program.

The inevitable consequence will be the destruction of nation-wide network broadcasting to the irreparable injury of NBC.

Regarding threatened license revocations, Mr. Trammell pointed out that between May 2, 1941 and the present, not less than 24 NBC stations have served notice upon NBC of cancellation of their contracts because of the FCC order. Not less than 24 other stations, he said, have served notice that they do not intend to abide by the terms of their contracts unless they are made to conform with the Commission order. NBC knows of "a substantial number of additional stations which, unless the order is complied with, intend to terminate such contracts upon the effective date of the order."

Affiliation Problems

Mr. Trammell also cited interference with new affiliations, resulting from the order. He said, for example, that WFTC, Kinston, N. C., had requested an affiliation with NBC but as a direct result of the Commission edict, they were unable to enter into the affiliation contract mutually decided upon.

45 Million Listened

FOURTH LARGEST radio audience—45,000,000 persons—to hear a speech by President Roosevelt was reported listening to his talk on Navy Day Oct. 28, according to a survey made by C. E. Hooper. Rating for the broadcast heard on all networks and many independent stations was 51.9, which follows the rating of 70 for his "unlimited emergency" address May 27; 67.4 for his Sept. 11 speech, and 59 for his Fireside Chat on national security Dec. 29.

"A number of present NBC advertisers as well as prospective NBC advertisers to whom NBC has offered to renew existing contracts or has offered new contracts for the broadcasting of commercial programs have refused to enter into said contracts upon the sole ground that NBC would, under the order, be unable to assure said advertisers of the continued availability of stations presently affiliated with NBC throughout the term of said proposed advertising contracts," Mr. Trammel declared.

After assailing the prohibition against network ownership of stations, which would strike directly at at least six of NBC's outlets, owned or leased, Mr. Trammell said NBC would also be damaged by loss of value incident to a forced sale and destruction of value incident to NBC's inability to dispose of a leased station because of lack of provision in the lease.

Declaring that the effect of the order is contrary to the public interest, Mr. Trammel said the conclusion is inescapable that the order will bring out a situation in broadcasting in the United States which is so patently contrary to the public interest, convenience and necessity "as to make its issuance an arbitrary and capricious act of the Commission."

Predicting that a "super-network" would develop under the regulations, Mr. Trammel said the large national advertiser desires to purchase the best network at the lowest cost. Under the order he would be enabled to "put together a network heretofore unavailable by selecting the best stations, and only the best stations, from all networks. An advertiser could approach NBC and insist upon buying a network which consists not only of NBC stations alone, but one built up of the best stations of the Red, Blue, CBS and MBS.

"If NBC should decline to act as sales agent for the deal, there is nothing to prevent the advertiser or his agency from negotiating directly with the stations, contracting for telephone wirelines and establishing his own network for his program."

Mr. Trammell submitted along with his affidavit an exhibit showing a map of a 64-station network,

(*Continued on page 61*)

TIES THAT BIND

★

Many different alloys go into the making of fine steel. Many different nationalities are blended into the making of America.

So it is that the many nationalities speaking in eight different mother tongues over this station, help to solidly forge the unbreakable ties of freedom upon which America is founded.

★

TELL THE NEWS OF YOUR PRODUCTS AND SERVICES TO THIS AUDIENCE OF 5,000,000 PEOPLE

WHOM

1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION

"750 On Your Radio Dial"
THAT'S THE CLEAR CHANNEL STATION
WHEB
PORTSMOUTH, N. H.
"The Listening Habit of Central New England"
National Representation by Joseph Hershey McGillvra

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 25 TO OCTOBER 31 INCLUSIVE

Decisions . . .

OCTOBER 28

KVOS, Bellingham, Wash.—Granted CP new equipment directional D & N increase 1 kw N change 790 kc.

KFXJ, Grand Junction, Col. — Granted CP change 920 kc increase 500 w N 1 kw D unl. equipment changes.

OCTOBER 29

NEW, Oak Park Realty & Amusement Co., Chicago—Granted CP new FM station 47.9 mc 10,800 sq. mi. four hours day four hours night

W71SB, South Bend, Ind.—Granted modification CP change transmitter site increase service area 7,100 sq. mi. extend completion date.

KSAM, Huntsville, Tex.—Granted consent voluntary assignment license to W. J. Harpole & J. C. Rothwell for $3,500.

KSFO, San Francisco—Granted petition for reconsideration and hearing against grant of 9-9-41 granting KQW CP 740 kc 50 kw unl; designated joint hearing with KSFO applic. 740 kc 50 kw; denied request hearing site for San Francisco.

WBAX, Wilkes-Barre, Pa.—Granted petition extending effective date Commission order not exceeding three months.

WKNE, Keene, N. H.—Denied petition against 9-3-41 grant to WNBF.

KJR, Seattle—Granted increase 50 kw D & N directional N (grant conditional on blanketing situation and Commission action on multiple ownership).

DESIGNATED FOR HEARING—**NEW, Charles P. Blackley, Staunton, Va.,** CP new staton 1240 kc 250 w unl.; **WFAS, White Plains, N. Y.,** modification license to 1230 kc unl. hours; **NEW, Paul Forman Godley, Newark, N. J.,** CP new station 1230 kc 250 w unl. (consolidated hearing with WFAS); **NEW, Beauford H. Jester, Waco, Tex.,** CP new station 1230 kc 250 w unl.; **NEW, Roy Branham Albaugh, Waco,** same (consolidated with Jester).

MISCELLANEOUS — **WRUW, Scituate, Mass.,** modification international license add 9700 kc; **National Broadcasting Co. Inc.,** granted petition postponement KGO, KOA and WMAL renewal hearings to 1-19-42; **WDAS, Philadelphia, Pa.,** granted petition dismiss application 1260 kc 1 kw N 5 kw directional N.

Applications . . .

OCTOBER 28

WINX, Washington—Voluntary assignment to WINX Broadcasting Co.

NEW, Danville Broadcasting Co., Danville, Ky.—CP new station 1450 kc 250 w (facilities of WLAP provided WLAP'S application for 610 kc. granted).

WCHS, Charleston, W. Va.—CP new transmitter changes directional N shift 640 kc increase 50 kw.

NEW, W. Walter Tison, Jacksonville, Fla.—CP new station 600 kc 1 kw unl directional D & N.

WFTL, Fort Lauderdale, Fla.—CP new transmitter directional N increase 10 kw change 710 kc.

NEW, Homer Rodeheaver, Winona Lake, Ind.—Amend application CP new station 1250 kc unl. directional D & N.

WBRK, Pittsfield, Mass.—CP new transmitter directional D & N change 1150 kc increase 1 kw.

NEW, Cleveland Broadcasting Inc., Cleveland, O.—CP new station 1300 kc 5 kw unl. directional D & N.

NEW, Ralph W. S. Bennett, Sandusky, O.—CP new station 1450 kc 250 w unl.

WROL, Knoxville, Tenn.—Voluntary assignment license to S. E. Adcock.

NEW, Etowah Broadcasting Co., Gadsden, Ala.—Amended application new station 1320 kc 1 kw daytime hours change transmitter.

KXA, Seattle—CP new transmitter directional D & N increase 10 kw hours to unl.

OCTOBER 30

NEW, New Haven Broadcasters, New Haven—Amend applic. SP new station 1200 kc 1 kw D hours.

NEW, Palm Radio Co., Ft. Myers, Fla.—Amend CP new station 1490 kc 250 w unl. (facilities of WFTM).

KITE, Kansas City—Transfer control corporation D. E. Kendrick, M. K. McCarten and Sam Pickard to A. L. Glasmann and Paul R. Meitmeyer (9,678 shares).

William Porter Resigns To Set Up Own Office

WILLIAM A. PORTER, Washington attorney specializing in radio, last Saturday announced his resignation from the law firm of Littlepage, Littlepage, Porter, Littlepage & Williams, to establish his own law offices in Washington. Mr. Porter has established offices in the Bowen Bldg. The Littlepage firm henceforth will be known as Littlepage, Littlepage & Williams.

Mr. Porter

Mr. Porter was born in Chicago 35 years ago, but was raised at Grand Junction, Col., where he attended public school and high school. He attended George Washington U and National U in Washington, graduating from the latter in 1929 with his law degree. He was admitted to the bar in 1930 and immediately became active in communications law. He became associated with the Littlepage firm in 1935 and was made a partner in 1939.

in the CONTROL ROOM

PRESTON PIERSON, formerly of WPTF, Raleigh, and Guy Beard, formerly of WKPT, Kingsport, Tenn., and WWNC, Asheville, N. C., have joined the engineering staff of WRAL, Raleigh.

DAVID HOLT has been promoted to chief engineer of KGBS, Harlingen, Tex. Frederick Wilson McFarren, formerly of WACO, Waco, Tex., has joined the KGBS engineering staff.

JACK SUGGS and John Merry, engineers of KFRU, Columbia, Mo., installed and were named consulting engineers of the Columbia Police Department's new shortwave station.

J. M. CUNNINGHAM, formerly engineer of C. C. Longevin Co., Los Angeles (public address system), has joined NBC Hollywood.

TRUETT KIMZEY, chief engineer of KFJZ, Fort Worth, Tex., has applied for a new station in Greenville, Tex., 250 watts fulltime on 1400 kc.

NEW, Olympic Broadcasting Corp., Bremerton, Wash.—CP new station 1540 kc 500 w unl.

Tentative Calendar . . .

NEW, Hennessy Broadcasting Co., Butte, Mont., CP 1490 kc 250 w unl.; **NEW, Barclay Craighead, Butte,** same (consolidated hearing, Nov. 4).

NEW, Seaboard Broadcasting Corp., Tampa, CP 1590 kc 1 kw unl.; **NEW, Robert V. Lee, Bradenton, Fla.,** CP 1490 kc 250 w unl. (Nov. 5).

NEW, Pan-American Broadcasting System Inc, Hollywood, Fla., CP 1450 kc 250 w unl.; **NEW South Florida Broadcasting Inc., Miami,** same (consolidated hearing, Nov. 5).

WCKY FINDS ANNIE
Stages Promotion Stunt for Quaker's Sparkies

PROMOTING the five-weekly *Orphan Annie* series sponsored by Quaker Oats Co. for Sparkies, WCKY, Cincinnati, recently wound up a contest to find the Cincinnati girl most closely resembling the heroine of the comic strip-serial. Winner of an airplane trip to Chicago, along with her mother, and three days of entertainment during which she was to meet the Orphan Annie of radio was seven-year-old Betty Emily Hochhauser (see photo). Preliminary winners in the competition were awarded sterling silver bracelets.

WCKY worked out tie-ups with 10 local theatres, screening trailers advertising the contest and using newspaper space. Quaker Oats Co. distributed 50,000 handbills and each theatre installed a lobby display, supplemented by frequent plugs on WCKY. Preliminary contests were held Oct. 18 in participating theatres, with the finals staged Oct. 25 at the Forest Theatre.

Judges of the competition were Jerry Belcher, WCKY; John Klahm (see photo), Cincinnati representative of Quaker Oats Co.; Councilman Willis D. Gradison; Alfred Segal, *Cincinnati Post* columnist. Details of the contest were handled by Helen Rees, WCKY promotion manager.

KITE SOLD TO GLASMANN, HEITMEYER

SALE of KITE, Kansas City, is sought in an application to the FCC last week of First National Television Inc., under which D. E. Kendrick, Sam Pickard and Miss M. K. McCarten would transfer control to A. L. Glasman, Utah theatre operator and chief owner of KLO, Ogden, and Paul R. Heitmeyer, vice-president and general manager of KLO.

Deal involves 95% of KITE's stock — 9,678 shares, of which Pickard owns 3,946; McCarten, 3,758; and Kendrick, 1,974. Messrs. Glasmann and Meitmeyer have advanced $8,750 on a 50-50 basis and if the FCC authorizes the transfer they will advance $50,000. Of this Glasmann will give $40,000 and Heitmeyer, $10,000. The sellers have agreed that liabilities of the station will not exceed $27,000.

Outstanding stock of the station amounts to 10,621 shares of the 11,000 originally authorized. The other 943 sharles held by various local interests will not be affected by the deal. Mr. Kendrick, one of the transferors, is chief owner and general manager of WINN, Louisville. KITE operates on 1590 kc.

Network Accounts
All time EST unless otherwise indicated.

CARNATION Co., Toronto (milk), on Oct. 28 starts *Quarter-Hour of Contentment* on CBF, Montreal; CBJ, Chicoutimi, Que.; CBV, Quebec; CKCH, Hull, Que., Tues. & Thurs. 10:30-10:45 a.m. (EDST). Agency: Baker Adv. Agency, Toronto.

JOHN P MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food), on Nov. 30 resumes *Bob Becker's Dog Chats* on 42 NBC-Red stations, Sun., 3-3:15 p.m. Agency: Henri, Hurst & McDonald, Chicago.

Renewal Accounts

CHESEBOROUGH MFG. Co., New York (vaseline), on Oct. 29 renewed for 52 weeks *Dr. Christian* on 64 CBS stations, Wed., 8:30-8:55 p.m. (EST), with West Coast repeat, 8:30-8:55 p.m. (PST). Agency McCann-Erickson Inc., Los Angeles.

BATHASWEET Corp., New York, on Oct. 14 renewed for 52 weeks *Bob Garred Reporting* on 5 CBS Pacific Coast stations, Tues., Thurs., 7:30-7:45 a.m. (PST). Agency: H. M. Kiesewetter Adv. Agency, N. Y.

VICK CHEMICAL Co., Greensboro, N. C. (Vapo-Rub and Va-tro-nol), on Oct. 27 renewed for 13 weeks *News for Women* on 5 CBS stations and shifting from Mon., Wed., Fri., 3-3:15 p.m., to Mon thru Fri, 3:15-3:30 p.m. Agency: Morse International, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike) on Nov. 14 renews for 13 weeks *Information Please* on 108 NBC-Red stations, Fri., 8:30-9 p.m. Agency: Lord & Thomas, N. Y.

DR. JOHN MATTHEWS, Los Angeles religious), on Oct. 11 renewed for 13 weeks *Religicus Talks*, on 8 Don Lee Southern California stations, Sat., 9-9:30 a.m. PST). Agency: Tom Westwood Adv., Los Angeles.

COCA COLA Co., Atlanta (soft drink), has renewed for 5 weeks *The Pause That Refreshes on the Air* on 115 CBS stations, Sun., 4:30-5 p.m. Agency: D'Arcy Adv. Co., St. Louis.

Network Changes

PROCTER & GAMBLE Co., Cincinnati (Duz-Dreft), on Nov. 3 adds 17 CBS stations to *The Goldbergs*, making a total of 42 CBS stations, Mon. thru Fri., 5:15-5:30 p.m. Agencies: Compton Adv., New York, for Duz and Blackett-Sample-Hummert, New York, for Dreft.

TAYTON Co., Los Angeles (cosmetics), on Oct. 23 added WOR, New York, to *Jimmy Fidler*, making a total of 15 MBS stations, Thurs., 10:30-10:45 p.m. Agency: BBDO, Los Angeles.

BLACKETT-SAMPLE-HUMMERT, Chicago, has been appointed agency for Falstaff Brewing Corp., St. Louis. C. L. Hotchkiss, formerly radio director of Sherman K. Ellis, Chicago, has joined B-S-H as radio executive on the Falstaff account.

Trammell Flays FCC Rules

(*Continued from page 59*)

scribed as "No. 1 Advertiser
etwork" which would be available
national advertisers under the
mmission order. The network
es not show a theoretical lineup
stations but represents the sta-
ns selected by a well-known ad-
rtising expert as typifying what
would like to purchase for his
nts when enabled to do so under
Commission's order.

This No. 1 network of 64 stations
fords excellent coverage of 92.4%
the radio familiies in the United
tes and good coverage of all of
remainder of such families, he
d. With the same time sold on
No. 1 network, an advertiser
king a second network to get
the approximate coverage
ieved by his competitor, would
required to include 160 stations
would obtain excellent cover-
e of only 76.4% of the radio
nilies and good coverage of an
ditional 7.7%, Mr. Trammell
nted out. A third exhibit shows
at would have to be done by any
rd advertiser who might desire
same time on an oposite net-
rk. Regardless of the number of
tions this advertiser might de-
e to buy or even the amount of
ney that he is willing to spend
would be impossible for him to
uire any network lineup which
uld give him a national coverage
al to that of his competitor,"

Mr. Trammell said. The best remaining network possible would necessitate use of 191 stations and would provide excellent coverage of a mere 65% of the radio families and a good coverage of an additional 2.2%.

Even more revealing, Mr. Trammell said, was that the cost of the No. 1 network, despite its unprecedented coverage, would be less to the advertiser than the present NBC network or the present CBS network, or the hypothetical No. 2 or No. 3 Advertiser Network. The No. 2 Advertiser Network with less coverage, moreover, he said, not only will cost more than the present NBC or CBS networks, but will cost more than the super-network No. 1.

"Truly national coverage under the Commission's order will become the opportunity of a relatively few major advertisers and the bulk of the advertising revenue of the United States will go to a relatively few of the country's major stations," Mr. Trammell argued. "There will be only one rather than four national networks worthy of the name and this result obviously is contrary to the public interest, convenience and necessity."

Text of Affidavit

Following is the full text of the summary to Mr. Trammell's affidavit:

The nationwide network broadcasting services enjoyed by the United States today are the fruit of 15 years of hard work and far-sighted development by everybody connected with the broadcasting industry. Without governmental subsidies, in the face of a shattering depression and despite an unusually high rate of obsolescence, the broadcasters risked their money and used their brains with the result that this nation has a network broadcasting service which is unequalled in any other country of the world and which represents a national asset of incalculable value in a time of emergency.

There is scarcely an industry in this country today which can point to a record as clean as that of the broadcasting industry. Its organization and business practices have never been kept secret and the very contracts to which the Commission now objects have been on file with the Commission ever since they were entered into. Year after year the operation of the NBC networks has been certified as being in the public interest by the issuance and renewal of hundreds of station licenses by two Commissions.

Now, on the basis of armchair theories, a majority of the present Commission would destroy the structure supporting American radio. There was no sensational discovery in the Commission's three-year study of network broadcasting to justify this wrecking operation. The Commission was only able to criticize isolated incidents so few in number as to add to, rather than to detract from, the character of the broadcasters.

The Commission's ban upon firm option time represents a refusal to take account of the practical necessities of network broadcasting even as recognized by the Commission itself. The sum and substance of NBC's position as to the effect of the Order forbidding the networks to obtain firm opinions on station time is succinctly expressed in the words of the Commission majority, as contained in the Report of May 2, 1941:

"Few sponsors are willing to spend large sums in building up a program series to be broadcast over a definite number of stations at a certain hour if some of the important stations are subject to withdrawal upon order of a dominant network."

Must Clear Time

Withdrawal or refusal, upon order of a dominant network or upon order of a local sponsor, as pointed out above, the vital issue is that time must be cleared if network broadcasting is to be supported by the advertisers. The effect of the loss of advertising revenues upon network broadcasting services wil be direct and disastrous.

The Commission also proposes to compel NBC to dispose of the key stations which are vital to its network operations and which are renowned for the quality of the service they furnish. The quality of the service rendered by these stations has largely been due to their operation by NBC, and their forced disposal will not only damage NBC but will also work to the prejudice of the interests of the listening public.

The Commission's pious expressions of horror at the "monopolistic" tendencies of four vigorously competing national networks, rendering a valuable and laudable service, raises serious questions as to its understanding of the whole problem of broadcasting when placed beside the plain fact that its order will create a complete monopoly by a single super-network capable of stifling all competition.

It is plain from the facts hereinabove stated that NBC has suffered and will continue to suffer irreparable injury as the direct result of the Commission's order unless enforcement of the same be restrained. On the other hand, the Commission has plainly conceded that continuance of the *status quo* pending a final court determination on the issues raised by NBC in this proceeding will not be inimical to the public interest.

The Commission's order was first issued on May 2, 1941 and in so far as it deals with existing contracts and station ownership, the effective date thereof has been postponed by the Commission itself for a period of over six months. If the public interest has not been injured by such temporizing by the Commission, it can scarcely be contended that any vital interests will suffer as a result of a stay pending a hearing in this proceeding. Thus, when Chairman Fly of the Commission appeared on behalf o fthe majority of the Commission before the Committee on Interstate Commerce of the United States Senate on June 2, 3, and 4, 1941, Chairman Fly several times stated in effect that the Commission would be willing to have broadcast stations continue operations under existing conditions pending a court determination of the power of the Commission.

Clark Questions Fly

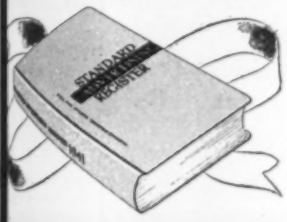
For example, on June 3, 1941 Senator Clark of Idaho asked Chairman Fly:

"If the broadcasting chains that feel themselves aggrieved by your regulations should decide to go into court and test out the question of jurisdiction, or whatever other question might be permissible, I take it from your statement that as long as the court proceeding was undetermined you would not press the matter, even though an injunction or something of the kind might not be obtained from the court. In other words, you would not undertake to force the doing of something that could not reasonably be done within that limit [the original 90 day postponement of the effective date] in the interest of the industry. Do I make myself clear?

In answer to this question Mr. Fly stated:

"Yes; I think you are clear."

The Advertising Who's Who



ADVERTISERS who use Radio

as well as those who do not

are all listed in the Standard Advertising Register. That is why so many radio stations prefer and use this valuable service.

It lists over 12,000 national and regional advertisers, giving the executive personnel of each advertiser; including the advertising manager, sales manager, divisional managers, etc. It shows the agency or agencies placing the account, in most instances with the agency account executive.

In fact, it gives you all necessary information to effectively solicit the advertiser or agency either in person or by mail. Get more information about this valuable service

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NATIONAL REGISTER PUBLISHING CO., Inc.

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Youngstown

America's 35th Market

WFMJ

Youngstown's Favorite Station

NBC AFFILIATE

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CHOICE PERIODS AVAILABLE!

Write for WWDC's choice open periods. WWDC is Washington's big buy . . . bonus booster signal, economy rates, alert programming in America's most prosperous market.

E. M. Spence, Gen'l Mgr. — Washington, D. C.

WWDC

CHNS

THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED

350 Madison Ave.

New York

The Northwest's Best Broadcasting Buy

WTCN

AN NBC STATION

MINNEAPOLIS — ST. PAUL

Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.

FREE & PETERS, INC. — Natl. Rep.

Daytime Sponsors Split Bond Plugs

Formula to Be Devised for Coordinated Campaign

REPRESENTATIVES of five of the leading sponsors of daytime programs last Thursday suggested to the defense savings staff of the Treasury that free announcements urging purchase of Defense Bonds and stamps be proportioned among them according to the number of shows presented by the individual sponsor.

The plan, submitted at a meeting in Washington, is aimed at dividing the load of free announcements now being carried by the "big five" — Colgate - Palmolive - Peet, General Food, General Mills, Lever Brothers and Procter & Gamble. In addition suggestions to work announcements into the shows were proposed by the sponsor representatives.

Will Devise Formula

The five companies, who sponsor almost 50 programs on the three major networks during the daytime, have been using defense bond and stamp copy since the campaign started last May. Up until now there had been no definite coordination of announcements, the individual sponsor using announcements in any manner and as frequently as he saw fit. Under the suggested plan, which apparently meets with the approval of the Treasury, a certain number of announcements would be used each month. The sponsors are to meet among themselves to work out a formula to determine the number of announcements to be used on the various programs.

Attending the meeting were Roy W. Peet, advertising manager of Colgate-Palmolive-Peet; John Allen, general assistant to C. G. Mortimer, general advertising manager of General Foods; Edward G. Smith, radio program manager of General Mills; Philip C. Kenny, radio program department, Lever Brothers; William Ramsey, advertising manager of Procter & Gamble. The Treasury was represented by Vincent F. Callahan, chief, radio and press section, defense saving staff; Charles J. Gilchrest, assistant chief, and Marjorie L. Spriggs, chief of women's programs.

FTC Stipulation

HECKER PRODUCTS Corp., New York, has stipulated with the Federal Trade Commission to stop certain advertising claims for 2-in-1 Paste or Liquid shoe polish, according to an Oct. 31 FTC announcement. Eversharp Inc., Chicago, also has filed an answer to an FTC complaint charging misrepresentation in "guaranteed forever" claims for Eversharp pens and repeating pencils, since a severe charge is made for repairs. The answer admits the representations alleged in the complaint, but maintains that "any reasonable person of ordinary intelligence" would not conclude that Eversharp pens and pencils would never need repair or adjustment.

NINE MBS OUTLETS WILL HOLD STOCK

A REDISTRIBUTION of MBS stock among nine Mutual stations, instead of three as at present, was announced last Friday by W. E. Macfarlane, MBS president, who stated that "six additional members have signified their intention of acquiring equal shares of stock in the corporation with the three original stock-owning members." Acquisition of the stock will give the new holders equal participation in the underwriting and management of the corporation with the present owners, Bamberger Broadcasting Service (WOR, New York); WGN Inc., Chicago; Don Lee Broadcasting System of California.

New stockholders are: Baltimore Radio Shows Inc. (WFBR, Baltimore); Cincinnati Times-Star Co. (WKRC, Cincinnati); Colonial Network of New England; Pennsylvania Broadcasting C. (WIP, Philadelphia); United Broadcasting Co. (WHK-WCLE, Cleveland, and WHKC, Columbus), and WCAE Inc. (WCAE, Pittsburgh).

Mr. Macfarlane stated that enlargement of stock ownership further enhances the mutuality of the corporation.

NAB Sessions

WITH national defense a principal consideration, along with serious problems on the legislative, regulatory and labor fronts, well over a hundred station executives participated in the Oct. 28 meeting of NAB District 1 in Worcester, Mass., and the Oct. 29-30 meeting of District 2 in Syracuse. In conjunction with the District 2 meeting NAB President Neville Miller last Wednesday addressed a special radio luncheon meeting of the Syracuse Optimist Club, attended by 200.

As in previous NAB meetings, both districts adopted resolutions calling for formation of a special committee of radio news editors in each State to aid in coordinating material for news and defense programs.

R&R Vice-Presidents

FREDERICK C. BRUNS, S. Heagan and Herschel V. Wililams, executives of Ruthrauff & Ryan, New York, have been elected vice-presidents of the agency. Mr. Bruns, prior to joining Ruthrauff & Ryan in 1938 as an account executive, was with Federal Adv. Agency, New York, as vice-president. Mr. Bayles joined the agency in 1931, and has been assistant director of the radio department for five years. Before joining R & R Mr. Williams had been on the radio staffs of Benton & Bowles and J. Walter Thompson Co., three years has supervised the agencies daytime and Canadian radio, in addition to creative and contact activity.

Chase & Sanborn Moves To Kenyon & Eckhardt

STANDARD BRANDS, New York, has appointed Kenyon & Eckhardt, New York to handle all Chase & Sanborn advertising effective Jan. 1, 1942, it was announced last Thursday. Now handled by J. Walter Thompson Co., New York, the *Chase & Sanborn Program* featuring Edgar Bergen & Charlie McCarthy, Sundays, 8-8:30 p.m. on 82 NBC-Red stations will move in toto to the new agency on that date. This makes the second Standard Brands product to make the shift, Fleischmann's Foil Yeast (*I Love a Mystery*) going to K&E from Thompson on July 17, 1940 [BROADCASTING, Aug. 1, 1940].

Standard Brand products still handled by J. Walter Thompson include Tender Leaf Tea (*One Man's Family*, on 60 NBC-Red stations, Sunday, 8:30-9 p.m.) and Fleischmann's Yeast for Bakeries.

Studebaker Shortwave

STUDEBAKER Corp., South Bend, Ind., is starting a 30-week series of news broadcasts in Spanish to be shortwaved to Latin American listeners via WRCA and WNBI, NBC international stations, 7:15-7:30 p.m., Mondays and Fridays.

Drawn for BROADCASTING by Sid Hix

"Here's That Radio Station Certificate You Sent For, Butch!"

Networks Explain Refusals of Time

Fcc Gets Facts in Complaint Of America First Group

AFTER a week of tossing statements back and forth among the three networks, the FCC and the newspapers, the America First Committee's first public attempt to force a broadcast nationally, in this instance a New York rally, wound up last week with the score three

1—MBS transcribed and rebroadcast a half-hour of the rally from 11:30-12 midnight Thursday, "waiving its policy of broadcasting only important transcriptions".

2—Chairman James Lawrence Fly of the FCC is in possession of network statements as to how they handled the matter following a protest by AFC and a request by Mr. Fly for the networks decision. Mr. Fly had no comment Friday on the statements.

3—NBC and CBS stuck to their original announcements and did not carry any of the rally.

4—NBC, CBS and commentators got a verbal lambasting at rally.

Pressure Resisted

AFC charged in its telegram to Mr. Fly, who is forbidden by the Communications Act from censoring programs, that it had been denied time for speeches by Charles A. Lindbergh and former Ambassador to Belgium, John Cudahy and had only been offered inadequate time for a speech by Sen. Burton K. Wheeler.

Niles Trammell, president of NBC, described the "inadequate time" offered Sen. Wheeler as a half-hour on 62 stations east of Chicago. Mr. Trammell said he saw no reason "to permit the America First Committee to assume a martyrdom which the facts do justify". CBS said it saw no reason why "Lindbergh should have a network every time he speaks".

After being refused time on the networks, Amos Pinchot, of AFC executive committee, requested NBC, CBS, and MBS to transcribe the talks and rebroadcast them. This was refused by CBS and NBC but MBS complied.

Evidently portending a battle that will run into thousands of words, John T. Flynn, newspaper columnist and member of AFC executive committee, gave NBC and CBS a thorough working over at the rally in New York last Thursday. Mr. Flynn charged the networks were airing more interventionist talks than anti-war speakers, basing his charges on a three-day check made of the chain New York outlets. Mr. Flynn included in his remarks defnse bond announcements, aluminum collection announcements and relief programs.

NBC and CBS both countered with statements Friday challenging Mr. Flynn's figures. The former also pointed out it had allotted time for an American First Rally in Philadelphia Nov. 5.

Alike?

They are all fighters, but neither one is a complete armed force

Here are three men of modern warfare. Naval aviator, tank driver and paratroop. Each one a "powerhouse" of fight and destruction and each one important and necessary for a well balanced, efficient fighting force. Yet neither branch of service is a complete armed force in itself. It takes the combination of *all* branches to make an effective war machine.

The same is true with WSM.

New highs in sales records for clients . . . 5 showmanship awards . . . seven currently popular network shows. This is not the work of any one "genius." It's the close cooperation of a well knit organization and a talent staff in excess of 250 versatile artists.

WSM shows blitzkrieg the heart of America's fastest growing market . . . the South. Where 42% of the nation's crude oil; 100% of the bauxite, and 60% of America's natural gas are produced.

Air Castle of the South — 50,000 WATTS — CLEAR CHANNEL — W — E

WSM

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENN

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